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La Salle

A QUARTERLY LA SALLE COLLEGE MAGAZINE

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Our Alumni in Public Life

La Salle

A QUARTERLY LA SALLE COLLEGE MAGAZINE

Volume 16

Winter 1972

Number 1

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Politics is a fascinating vocation, but to succeed you must have a reasonable degree of independence. Otherwise, you will soon become virtually enslaved by the political organization.

BY RICHARDSON DILWORTH, L.L.D. '70



One of the encouraging things about the political outlook is that each year more and more young people of intelligence and integrity become interested in public service, and are willing to devote themselves to it, either in the elective side of politics, or in the appointive phase of government.

It is important to get young men and women of high calibre into government at every level, for the demands of our modern civilization are so great that we simply can no longer tolerate either mediocrity or corruption.

Another encouraging sign is that young people give no indication of willingness to be put off by, or to knuckle under to Party organization politicians.

There is no doubt that political organizations, particularly in big cities, still function much the way they did at the turn of the century. The entire accent is on organization, the doing of favors, and the seeking of favors. It is significant, however, that the big city organizations have lost a great part of their power due to the fact that recent generations are much

better educated and have much greater independence, thanks in large measure to such things as unemployment compensation, relief measures, social security, etc.

What are the qualifications one should look for in young men or women going into active politics or government service?

It seems to me the most essential qualifications are character, intelligence, determination, and independence.

After one has been in politics for a few years there are tremendous pressures brought to compromise, not only on one's beliefs, but on actions to carry out these beliefs. The art of Party organization politics is the art of compromise.

It is, of course, almost impossible to accomplish one's ends if one is completely inflexible; but, it is equally dangerous to be too ready to compromise, particularly when the compromise requires a material lowering of one's sights and ideals.

Politics is a fascinating vocation, but if one is to succeed in it one must have a reasonable degree of independence. One of the worst things that can happen to any young person is to plunge right into politics, without having any professional or financial security.

Inevitably a person who goes into politics without having a profession to fall back on, or some financial security, will have to give way to the pressures of Party politics. For, if one obtains a good job and then is suddenly threatened with the loss of that job, and has no means of supporting himself without that job, then he very soon becomes virtually enslaved by the political organization.

Many people going into politics are fearful that the voters do not really know how to distinguish between good and bad candidates. It is unquestionably true that persuasive demagogues like a Huey Long, or a George Wallace, can entice voters for a period of years; but, the fortunate thing is that the public eventually catches up with them.

There are times during a political career when one worries about the ability of the voters to judge the merits of a candidate, and one is bound to get discouraged from time to time. However, in the long run, the public's judgment in our nation has proved to be sound.

The question is asked as to how one can best prepare himself for a political or government career, and what the universities can contribute toward that end.

It seems to me that anyone interested in politics should major in history, political science, and economics. It is also important to read the many fine biographies now in existence of great men in the political world who have gone before us, not only in our own nation, but also in Great Britain.

I am a strong believer that a legal education is a tremendous asset to anyone going into politics or government service. In the first place, law school is an excellent training ground for such service, and also supplies a foundation of knowledge in the various fields which are so important to a person in political or government service.

Almost equally important, a law degree gives one a profession on which one can always fall back during periods when one is out of office, or may temporarily leave government service because of a turn in fortune, or because of disagreement with an administration's policies.

I believe that for the balance of this century there will be no occupation more challenging or more stimulating than that of public service, and what appears to be so encouraging is the quantity of fine young people who are willing to take the plunge into the rough seas of politics and government service.

Our Alumni in

"It is not fit that public trusts should be lodged in the hands of any," Mathew Henry once said, "till they are first proved and found fit for the business they are to be entrusted with."

An increasing number of La Salle graduates are finding themselves fit and entrusted for public service on local, county, state and national levels. Some like Philadelphia Republican chairman William Devlin, '44, and former City Councilman turned priest, Rev. James M. McDevitt, O.S.F.S., '56, have been introduced in previous pages of LA SALLE. A sampling of some of the other members of the alumni who have been appointed or elected to public office follow on the next twelve pages.

Richardson Dilworth, Esq., served as Mayor of Philadelphia from 1956 until he resigned to run for Governor of Pennsylvania in 1962. Active for many years in public service, he received an honorary doctor of laws degree from La Salle at the 1970 Fall Honors Convocation.

Public Life

C. V. (Chick) Afflerback/from editor to county chairman

"Will I miss it?" replied Chick Afflerback, '44, who retires in June as chairman of the Bucks County Republican Party. "Absolutely! There's no question about it. You just don't walk away from politics after 25 years." Afflerback, whose football career at La Salle was ended by a disabling injury suffered during World War II, will be entering a totally new field. He is becoming a vice president of Neshaminy Valley Bank, the first independent bank chartered in Bucks County in the past 50 years which he helped found in 1970. It won't be his first venture into a new career, though. After picking up a journalism degree at Penn, Afflerback worked as a newspaper editor for six years, then spent another five years in public relations. It was as county chairman, however, that he compiled the most impressive track record. In 1966 he inherited an organization torn by dissension, riddled by the loss of all major offices in the previous elections, and \$20,000 in the red. Within a year he had the group out of debt. He also built the party's registration lead from 11,000 to 24,000 and moved out of its ramshackle headquarters (a second floor, rear office over a stamp store) and into "the finest Republican headquarters building in Pennsylvania, bar none." Afflerback also devoted considerable time to the cultivation of new, young blood in politics. "We are always looking for talent to run for office," he explains. "It's tough finding people anymore. You need a hard head, thick skin and guts. They don't usually make people like that anymore." Another immediate challenge for Bucks County Republicans will be to retain their traditional registration lead. "This area is just exploding," he says. "The lower end (of the county) used to be rural. Now it's industrialized. One contractor I know is putting up 14 new industrial buildings in Bensalem. There's a lot more union activity and there's no question about it that people moving in are predominantly Democrats."

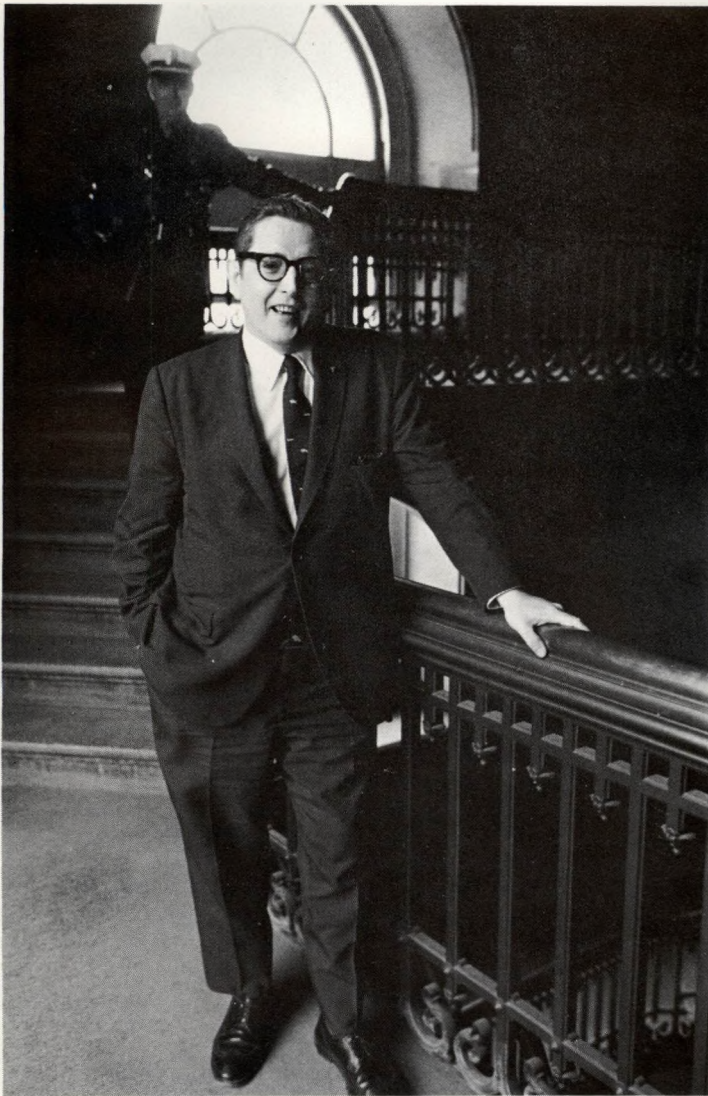




BASIL R. BATTAGLIA/a touch of the old British court system

Basil Battaglia, '59 has a tough decision to make. One of the most influential public officials in the state of Delaware, he must soon decide whether he wants to retain his chairmanship of the Republican City Committee of Wilmington or run for re-election as Register in Chancery of New Castle County which comprises some 380,000 people and over half of the state. "Ours is probably the only separate court of equity in the United States," says Battaglia, who serves as ministerial agent for the Court of Chancery, a carry-over of the old English system which deals solely with equitable remedies. Because of speedy judicial decisions—once the principal of the law in Delaware is established, the law is constant—the state's chancery system handles litigation for the nation's largest corporation. Battaglia who also serves as clerk of the Orphans' Court, agreed to become Wilmington's city chairman, a time-consuming responsibility which coordinates the efforts of a dozen ward chairmen, 350 committeemen and plays a major role in electing

city and state candidates. "As city chairman you're always on the firing line, always being shot down," he explains. "It's something you can't take too long. Just like in Vietnam you need R&R." Battaglia, who feels that it's virtually impossible to keep his hand in both pies, therefore must decide whether to remain as an elected official or stay with the organizational end of politics. Last year, Battaglia was publicly lauded after securing legislation which enabled the county to make some investments which resulted in a \$125,000 profit—the first ever—for the Court of Chancery. He has also been named the "Outstanding Republican in Wilmington" and the Outstanding Young Republican in Delaware," but Battaglia's most cherished honor came in 1969 when the Wilmington Jaycees named him "Outstanding Young Man of the Year" for his charitable work with retarded and underprivileged children and the elderly. "This was really something," he recalls. "Because it came from peers from a non-partisan organization."

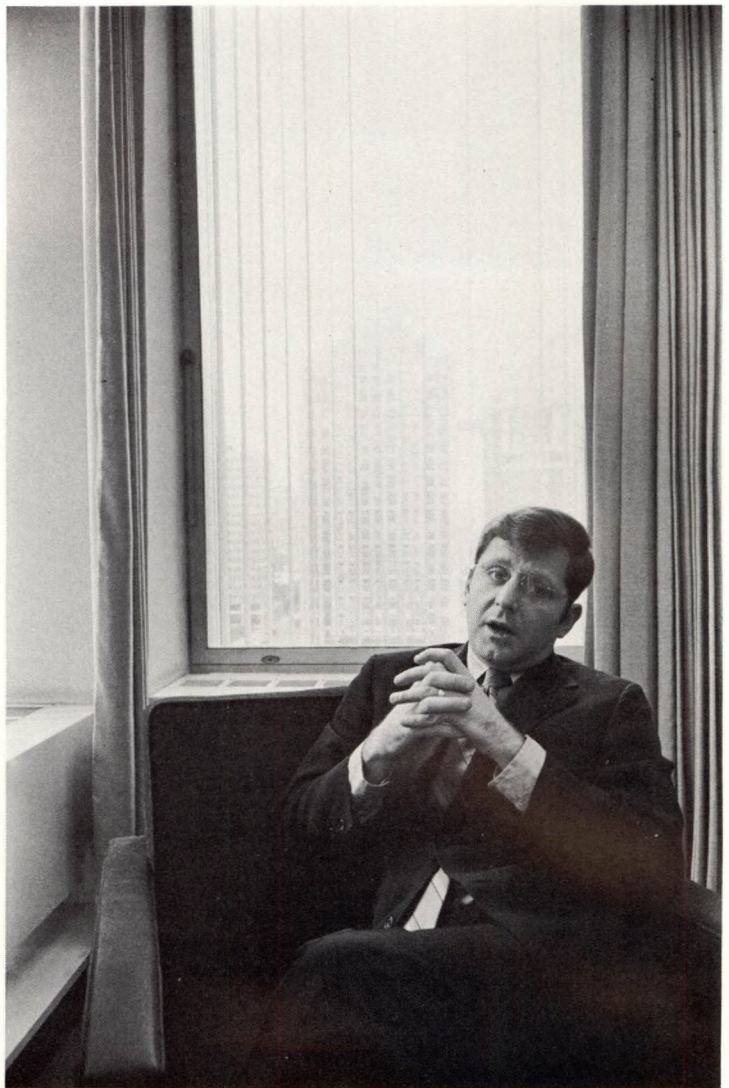


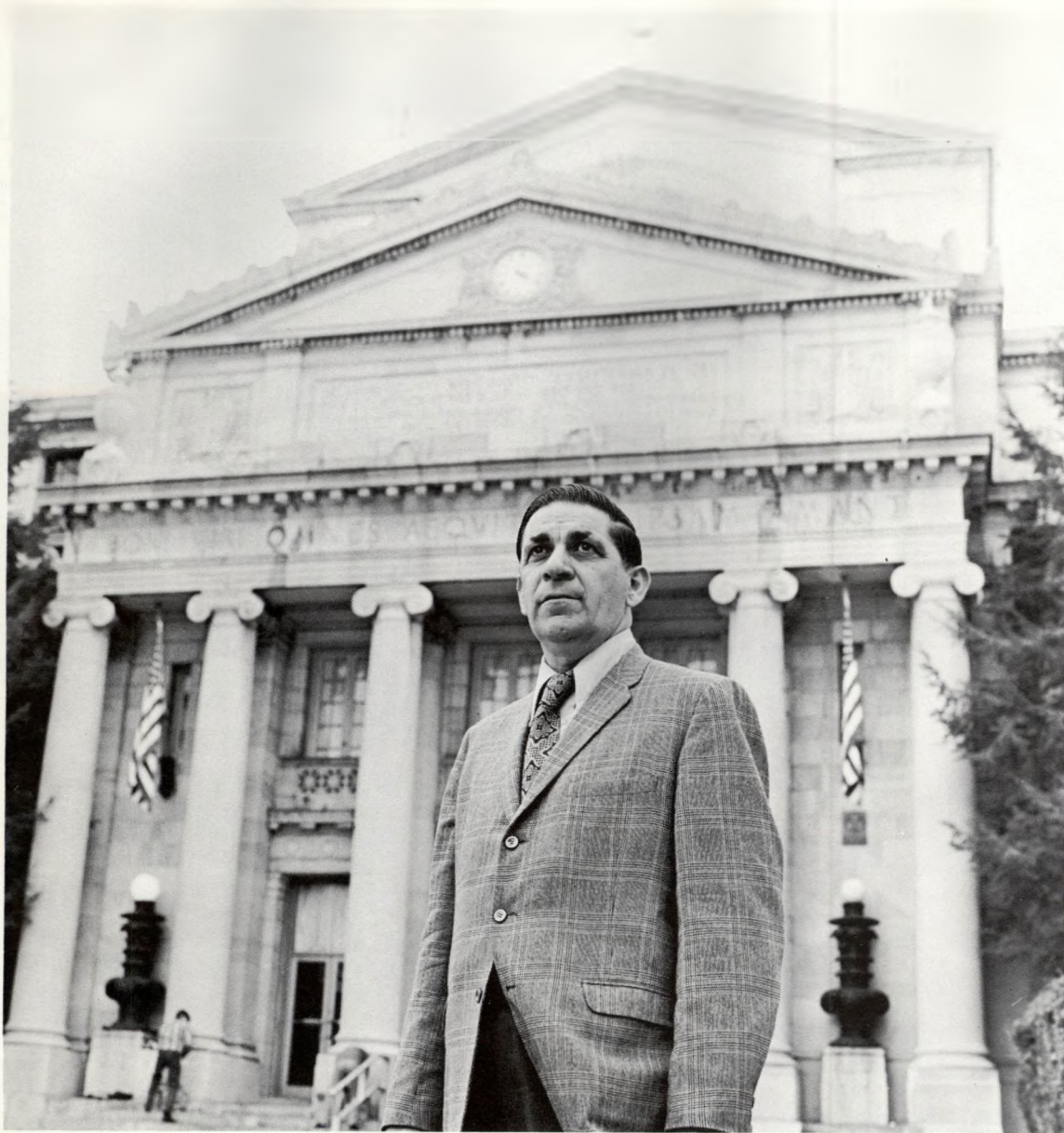
William F. Boyle/wields the majority whip in city council

The year was 1951. "Why don't you give it a try?" suggested William Patrick Robertson Boyle to his 21-year-old son, who was deciding whether to run for committeeman in the old ninth division of Philadelphia's 49th ward. Young Bill was working for the Reading Railroad at the time. He was also majoring in industrial relations and was active in the evening division Student Congress, among other activities, and, frankly, wasn't sure whether politics was the thing for him. Today, however, there's no doubt in the mind of William F. Boyle, '55, who is now serving his second term as a Philadelphia Councilman-at-Large and who was recently unanimously elected by his fellow Democrats as Majority Whip of the 17-member body. "The greatest satisfaction I've gotten out of politics is simply helping people," he says. "Personal goals? I really don't have any other than to do the best job as a councilman I know how." Boyle, who has served as a delegate to two Democratic Conventions, regards the 1960 conclave in Los Angeles as one of the most "interesting, intriguing experiences" of his career. "Kennedy held a lot of new hope for everyone," he recalls. "He was new and refreshing and gave me some of the most memorable moments of my life." Despite being responsible for lining up votes as part of the leadership, Boyle has demonstrated prowess as an independent decision-maker. He is the only Democratic Councilman who has seen two of his "nay" votes upheld on appeal by the State Supreme Court—a "spot-zoning decision" involving a Nursing Home in the northeast, and a vote against "discriminatory" across-the-bar liquor tax benefiting the Board of Education. Boyle also finds time to serve on numerous boards and activities, one of the most notable being the Knights of Columbus where he is president of the Fourth Degree Club of St. Jude Council.

JOSEPH P. BRAIG/helping the mayor mean business

As Philadelphia's new Commissioner of Licenses and Inspections, Joseph P. Braig, '59, was charged by Mayor Frank Rizzo to totally overhaul and improve the cumbersome 800 man department responsible for enforcing the city's Building, Zoning, Housing, Plumbing, Fire and Electrical codes, issuing all licenses required by the city (except marriage) and conducting all inspections (except those relating to health). "It's a massive undertaking," explains the former State Representative from the 173d legislative district. "But we are beginning to see the light at the end of the tunnel." Braig, an attorney, wasted no time in "improving the efficiency and broadening the experience" of some of his men by transferring some 80 inspectors and district supervisors. He has also attempted to streamline the department's efficiency. "The prior administration had been inundated with complaints that builders couldn't get plans approved in time," says Braig. "This cost the city big money. Now if a man comes in with a major project like Market Street East, Franklinton or the INA Building, his plans can be processed *completely* through L&I in approximately three weeks. Previously, it took twelve weeks before they were even assigned to a plans examiner." Braig, who considers his position "the most challenging, rewarding and invigorating I've ever been involved with," says that his department is "exploring new techniques" of investigating allegedly short weights in food stores. "It was common knowledge among store owners that L&I doesn't pay overtime," he says. "We found that most violations occur in the early evening hours after the regular inspectors go off duty. Now we are experimenting with part-time buyers. The storeowners don't recognize them like they did the inspectors." Braig feels that his prior experience as a prosecutor has better equipped him for his commissionship. "You learn to prepare your facts and study the problem thoroughly."

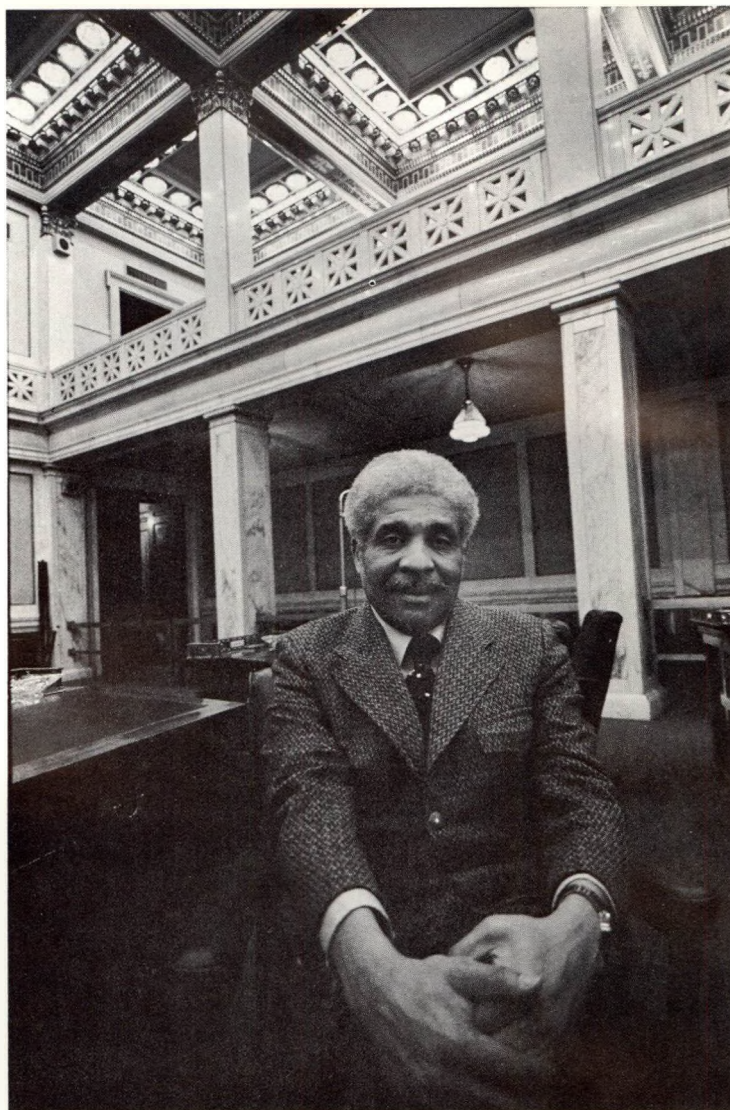




NICHOLAS F. CATANIA/his county is larger than some states

Nick Catania, '48, sees it as a problem of numbers. As one of three Delaware County Commissioners, he helps administrate the everyday needs of 600,000 people which is larger than the population of such states as Rhode Island and Delaware. "They have a governor, two senators and others to represent them," he says. "We have three commissioners." Catania has been in politics since 1948 when he became a judge of elections in Ridley Township. He was elected controller of the township in 1953 and served there for 12 years before being elected treasurer and tax collector. He was elected Commissioner last November, and has been around long enough to help solve some of the problems created by a rapidly-expanding residential and industrial area. Transportation has been a headache, especially in the western end of the county. The court system has been expanded. The environment is now a top-priority problem with sewage disposal, contaminated streams and pollution

necessitating the organization of a central agency to help clean up the atmosphere. A 500 bed addition will soon be added to the already large (1,000 bed) Fair Acres Home for the Aged which is administered through the commissioners. "But the most satisfying thing to me has been serving on the state senator's advisory board and recommending state scholarships," says Catania. "When a student has gone through college or medical school and fulfills the expectations we had for him. When he comes back as a doctor or a lawyer and acknowledges that we helped put him on the right track." Catania, an accountant with his own real estate and insurance business, also serves on the Blue Cross board of directors. "The whole atmosphere is now different," he says. "Ten years ago hospitals were ruling the roost. But when inflation hit, Blue Cross finally had to lower the boom."



CHARLES L. DURHAM/a city councilman faces shifting priorities

"Top priorities shift as tensions change," says second term Philadelphia Democratic City Councilman Charles Durham, '52. "Right now I find myself with a number of priorities—better housing, education and police protection. We must end the gang fighting and make the streets safer for the people." Durham, who served as an assistant district attorney from 1957 to 1961, has left an indelible mark of accomplishments with his neighbors in West Philadelphia's third councilmanic district. Since his election in 1968 he has been responsible for the construction of a number of libraries, pools and recreation centers. He helped obtain a federal "Neighborhood Development" grant to help revitalize a ghetto neighborhood, and sponsored legislation which holds absentee landlords responsible for their vacant properties. Just recently he was appointed chairman of a special committee probing health care in the city and in-

vestigating the disposition of the various federal, state and city grants earmarked for Philadelphia's health programs. He also thinks that local hospitals should provide more personal health care. "People in the ghetto don't need research on what will happen to men on the moon," he says. "They need hospitals that can furnish them with health care." Durham first became involved in politics during the Clark-Dilworth campaign in 1951. He was a senior at La Salle at the time, majoring in pre-law. He graduated from Temple University's School of Law in 1955 and has spent much of his career as an attorney in private practice, concentrating on criminal law. He also has devoted considerable time to such civic organizations as the Legal Redress Committee of the NAACP, the Mantua Community Planners, and Citizens for Progress, among others.



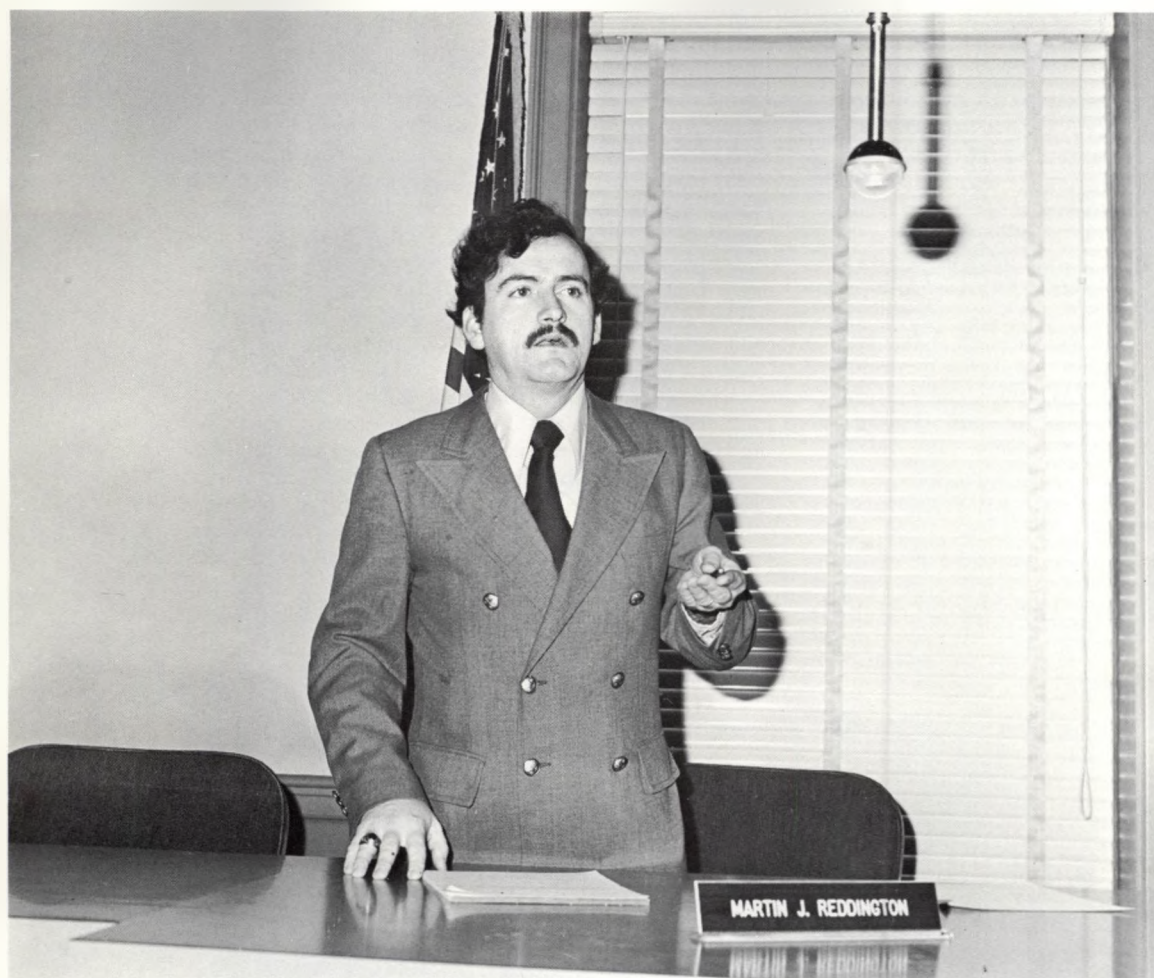
Thomas J. Gola/Philadelphia's economy and fiscal expert

"I've been amazed by the operation of a big city government," says former Explorer basketball coach and All American Tom Gola who is completing his first term as City Controller. Designated by the City Charter as Philadelphia's "economy and fiscal expert," Gola supervises a staff that includes some 60 auditors. "We generally get two cracks at all appropriations," he says. "We first make sure that the money is available and then at the end of the year we make sure that it was spent properly." When you are a Republican Controller in a city run by a Democratic administration things could get sticky, right? Not so, says Gola. "I get better cooperation from the new mayor than I did before. Rizzo is giving me a free hand to audit all funds." The former National Basketball Association star says that it is impossible to estimate how much his auditors have saved the city so far, but adds that "there are still a lot of areas that I feel could be tightened up." What's ahead politically for the former state representative from the 170th legislative district who was elected controller by a plurality of over 86,000 votes? "Frankly I like this job very much," he says. "I find it very interesting and exciting. I come up for re-election next year and I'm just thinking about that right now." Although Gola says that he would rather stay in the city, he does not completely discount the possibility of a higher elective office elsewhere. "Something like governor doesn't really appeal to me, but a lot depends on the party and the right guy being in the right place at the right time."



WILLIAM A. KING, JR./justice can't be mass produced from the bench

When Bill King, '50, was a practicing attorney, his work was fairly diversified. Much of his practice was devoted to estates and wills but there was also some accident work and criminal cases. As one of Philadelphia's new Common Pleas Court judges, however, Judge King has suddenly found himself deeply involved in juvenile cases. "As a lawyer you were in the middle," he says. "But now you really find yourself in anguish trying to figure out the right thing to do. Justice can't be mass produced. You can't do a computer job and treat these cases like statistics or numbers. Each one must be analyzed on an individual basis." Judge King feels that in many cases the parents should be on trial instead of the juveniles. "We get quite a few detention hearings," he explains. "Often the parents are there to take their kid home but he doesn't want to go. He has taken as much as he can at home and would rather stay in confinement. You can get a real insight into the problem by the attitudes of the parents." Judge King adds that it's "not unusual" to find juveniles before him with an IQ of 75 and a first-grade reading level. "It's a challenge. You must take a very pragmatic approach in deciding whether he's guilty or not guilty. Does he go on probation, or into an institution? Psychological studies are ordered as a matter of routine, but what about the home life? Drug cases are especially frustrating because there is no place to send children with this problem. The trend now is to develop 'halfway houses,' but most drug cases are personality-related problems which need psychiatric counseling." King served as Philadelphia's Register of Wills for the year prior to being appointed to the bench last December. The Temple University Law School graduate also served as a real estate tax assessor from 1954 to 1962.



MARTIN J. REDDINGTON/a "full-time part-time" commissioner

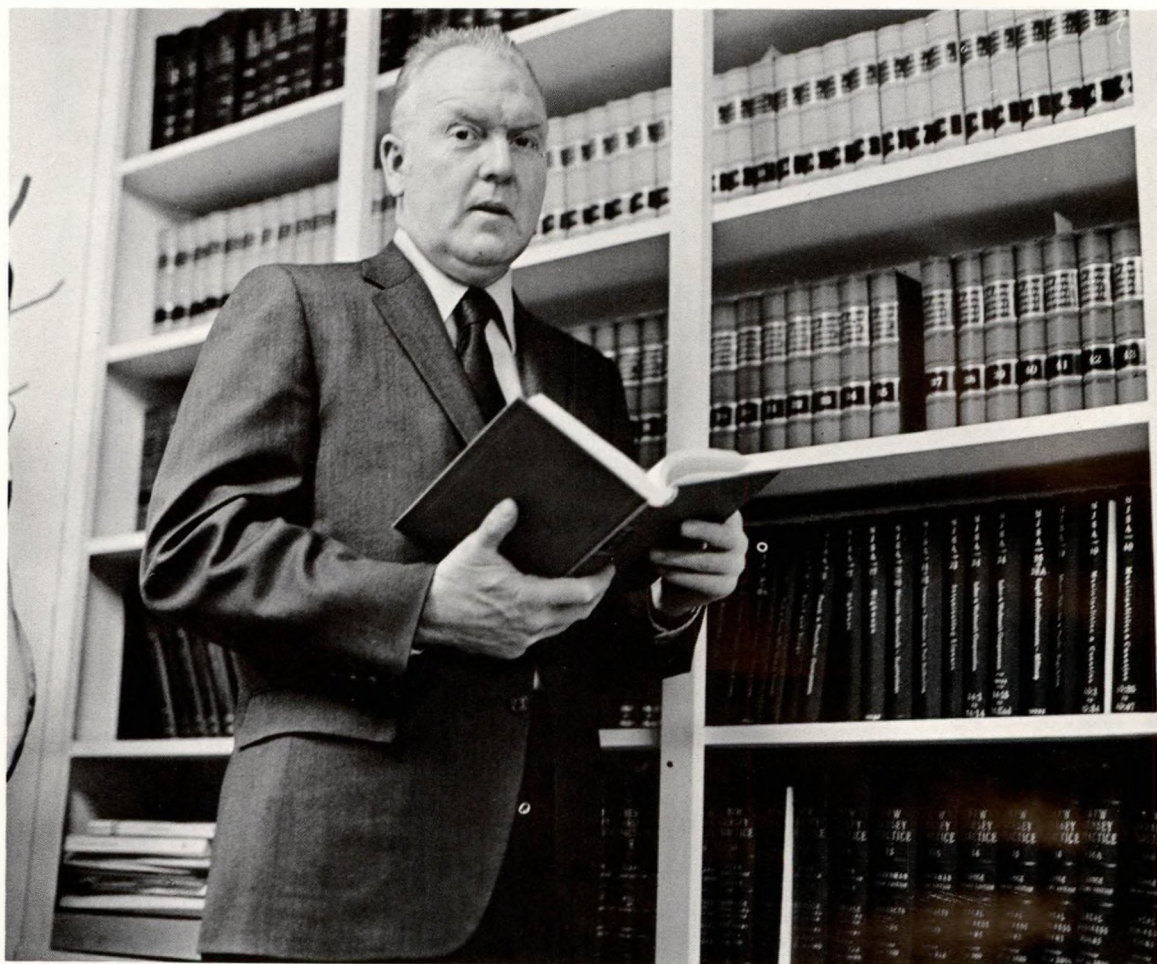
As Commissioner of the 9th ward in suburban Philadelphia's Abington Township, Marty Reddington, '67, is one of the countless public officials involved in "full-time part-time" politics. His full-time occupation is manager of the production control and industrial engineering departments at Uniform Tubes, Inc., in Trappe, Pa. Elected last November by a 2 to 1 margin as Commissioner of Ardsley, Democrat Reddington spends nearly as much time administering to his 4,500 constituents. "Every night the phone starts ringing at six," he says. "Besides about eight regularly-scheduled monthly meetings, there's a voluminous amount of paper work." Reddington wasted little time asserting himself at the first meeting of the 15 township Commissioners. He proposed a "Code of Ethics" for all elected and appointed public officials. It has been taken under advisement

but stands a good chance of being passed on a township level this spring and, perhaps, being adopted on a broader scale throughout Montgomery County later. "I guess my chief challenge is to stem the apathy of the people and make them aware of their role in government," he says. "If we can clearly identify the issues for the people maybe they will become more interested." One person who has become extremely interested is his wife, Eileen, who is running for the Democratic State Committee this year. Reddington would like to be involved in politics full-time but concedes that his prospects are dim. "The way the system is set up now you either have to be independently wealthy or have the type of a job—like real estate or law—conducive to politics. The average guy just can't afford to get involved deeper."

THOMAS J. SHUSTED/putting the spotlight on crime

As a member of the New Jersey State Commission of Investigations, Tom Shusted, '50, has been amazed by the magnitude of organized crime—especially among unsuspecting businessmen. However, the former Camden County Freeholder and State Assemblyman sees the day coming when “the side of justice will finally prevail.” Gambling and prostitution will never be stopped, he says, “But we certainly can minimize organized crime, especially its infiltration into legitimate business.” Shusted, who was required by law to resign from the State Assembly after being appointed to the four man commission, says that the 50 man investigating staff (lawyers, accountants, secretaries) “keeps pretty close tabs” on the more notorious criminals, but finds their hands often tied by the “embarrassed businessman who feels stupid” because he has become victimized and is afraid to testify. “If only we could convince business people that they could turn to us or other county prosecutors, we could knock some of this

crime out,” he says. Some notable guests of the commission, who are now serving time at Yardville for their refusal to testify, include Angelo Bruno, (Bayonne) Joe Zicarelli, and Anthony Russo, “I have never personally been threatened,” adds Shusted, “I suppose there’s always that possibility because some witnesses certainly are not friendly.” The Rutgers Law School graduate says that the purpose of the commission is not only to expose crime and tighten the laws, but also to “put the public spotlight on wrongdoing.” Hearings on alleged corruption in Jersey City were moved to Trenton last summer to take advantage of the wider wire service and TV news coverage emanating from the state capital. “We figured that the statewide publicity would serve as a public warning to any officials who might be tempted to take kickbacks or get involved with crime,” says Shusted, who is a partner of a law firm in Haddon Township.





Joseph J. Tagg/managing director of a "paper city"

When Joseph J. Tagg, '56, decided to move his family to Florida in 1959, Mirimar was little more than a figment of a developer's imagination. Located about 20 miles north of downtown Miami, the newly-chartered city had a population of 600. Today with 30,000 people it is one of the fastest growing residential areas in Florida and by 1985 City Clerk Joe Tagg figures that Mirimar will house 100,000 people. "This is one of the few successful 'paper cities,'" he says. "We are located in Brower County but we are not under its jurisdiction. Our people pay no property taxes (only utility taxes). Many people have moved here from Dade County just for that reason." Tagg, who started to work for the city as a part-time book-keeper, was appointed to his present post in 1962. He serves Mirimar's Democratic mayor as an administrator/city manager and works with the five-man City Council. Although the city was originally founded as a retirement community (with 70% of its population in that category), it has gradually evolved into a "family" town. Despite a low crime rate which takes considerable pressure off its 44-member police force, and what Tagg considers a very progressive mayor who has gotten nine federal grants for the city," many Florida officials are concerned about the tremendous population increase. "I don't know how you do it, but the Governor is trying to discourage people from moving down here," says Tagg. "As you get bigger your problems increase. Otherwise, our problems are just like any other big city. Not enough time and not enough money. A balky city council. Housing, pollution. But I would rather face them here than up north."

JEROME A. ZALESKI/a marketing major on the bench

Transitions have epitomized the career of Jerry Zaleski, '59, one of Philadelphia's new Common Pleas Court judges. A marketing major at La Salle, he switched to law after graduation, attending classes at Temple University School of Law five nights a week for four years because "I wanted something with a little more substance." Now after practicing law for nine years, he finds himself on the opposite side of the Bar. "It's a different perspective," he says. "Your whole frame of reference shifts because as an advocate you sometimes didn't see the overview of justice. You were not as objective and sometimes didn't fully understand the other side of the case. But here the responsibility is fantastic. To be placed in the position where you can directly affect other lives so personally and so absolutely—it just knocks you off your heels." As practicing attorney, the main thrust of Judge Zaleski's practice involved educational issues and workman's compensation

cases. One of the highlights of his eight year career as trial attorney for the School District of Philadelphia occurred when he successfully defended the School Immunity Doctrine—the inability of an injured person to recover a judgment against the state or any of its agencies (such as a school district)—in the Supreme Court. Besides conducting his private law practice, he also taught part-time at La Salle for three years and served for six months as a special assistant attorney general in the Department of Labor and Industry. Now instead of trying jury trials in the Common Pleas Court, Judge Zaleski finds himself charging the jury in major civil cases. Although some charges can last for three hours—and he already has been given 250 additional cases to dispose of, Judge Zaleski is highly enthusiastic. "Some nights I'm completely exhausted," he says. "But I enjoy it."

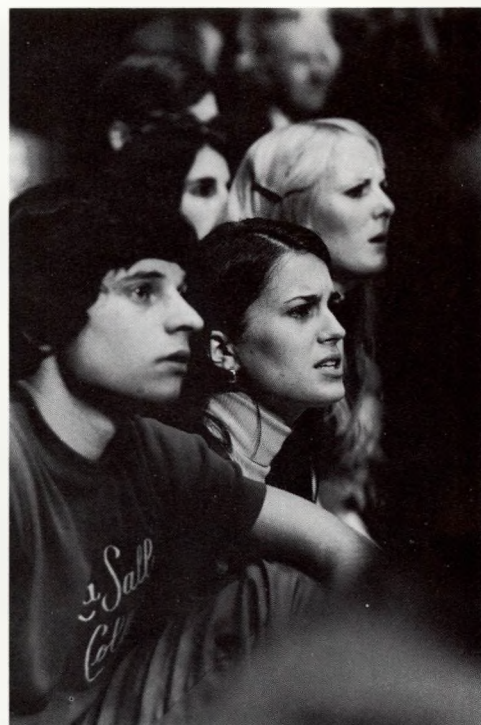


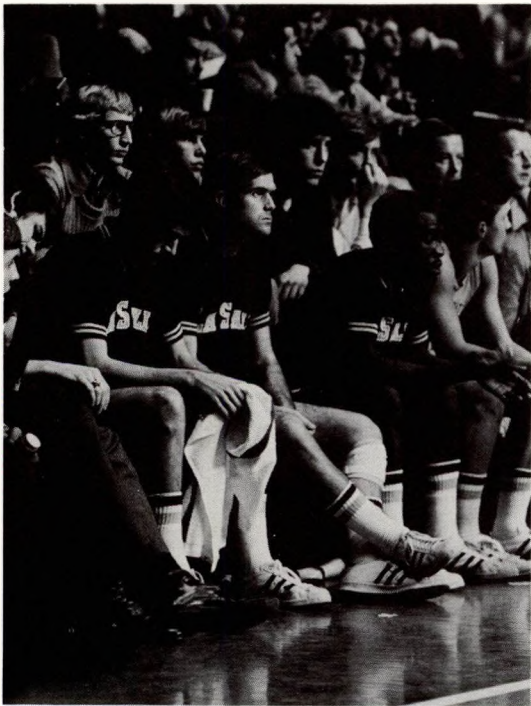
IT WAS A LONG SEASON, BUT...!

In summing up what appeared to be a disastrous varsity basketball season, Explorer sports information director Joe Batory, '64, quoted Wendell Phillips, who once said: "What is defeat? Nothing but education, nothing but the first step to something better."

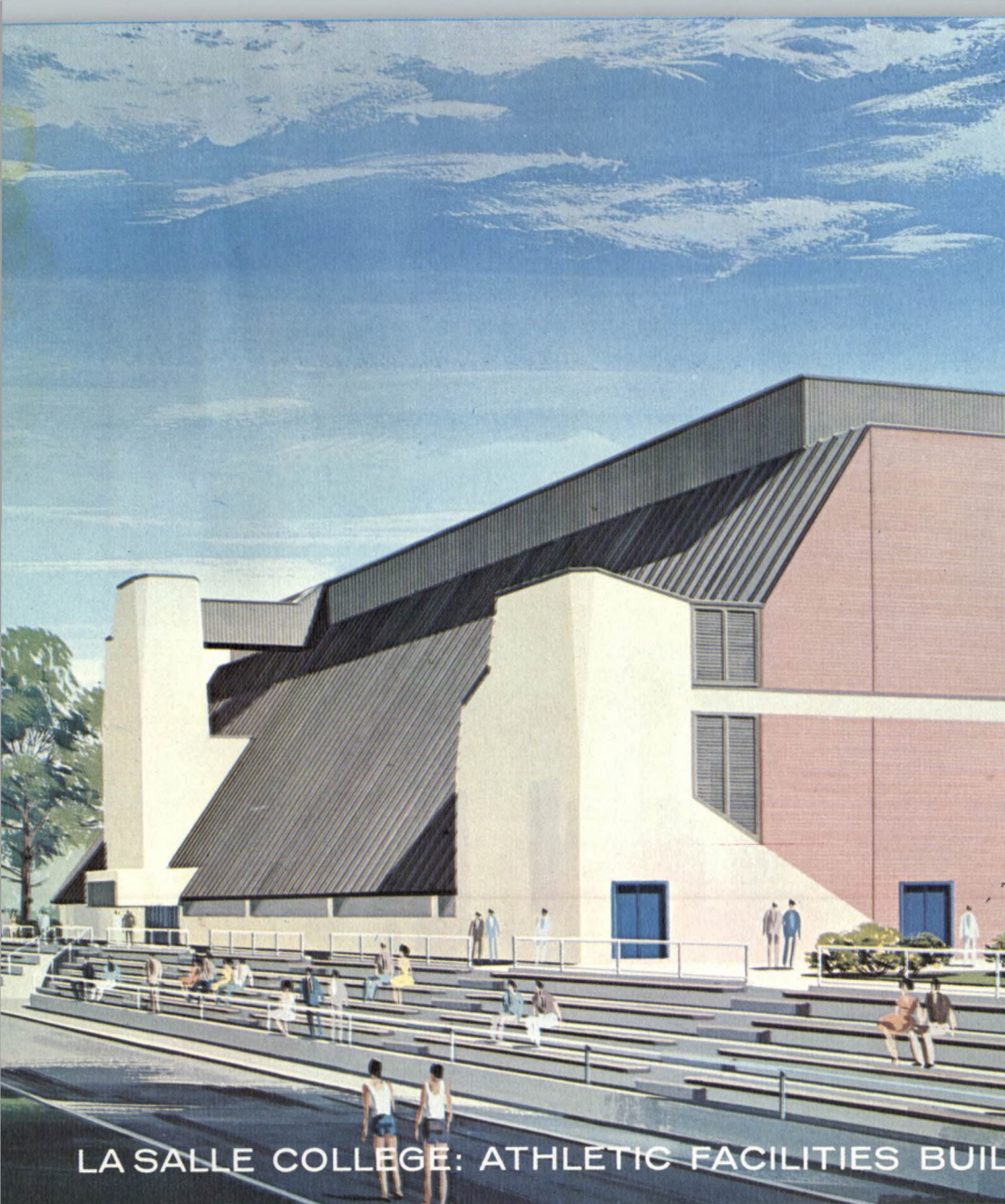
La Salle's young Explorers certainly were defeated in 1971-72, winning only six of 25 contests. But what the record won't show was that coach Paul Westhead's inexperienced, under-sized, seniorless charges played competitive basketball throughout the season. In ten of their losses they succumbed after holding second half leads. Physically they *were* beaten, but psychologically, they took that giant "first step to something better."

And besides, there were other things to look at. Like the cheerleaders in their new outfits donated by Jack Greenleaf, '58 and Tom O'Malley, '59. And the winningest freshman team (20-3, tied Penn for Big Five frosh crown by beating Quaker yearlings twice) in La Salle's colorful court history.

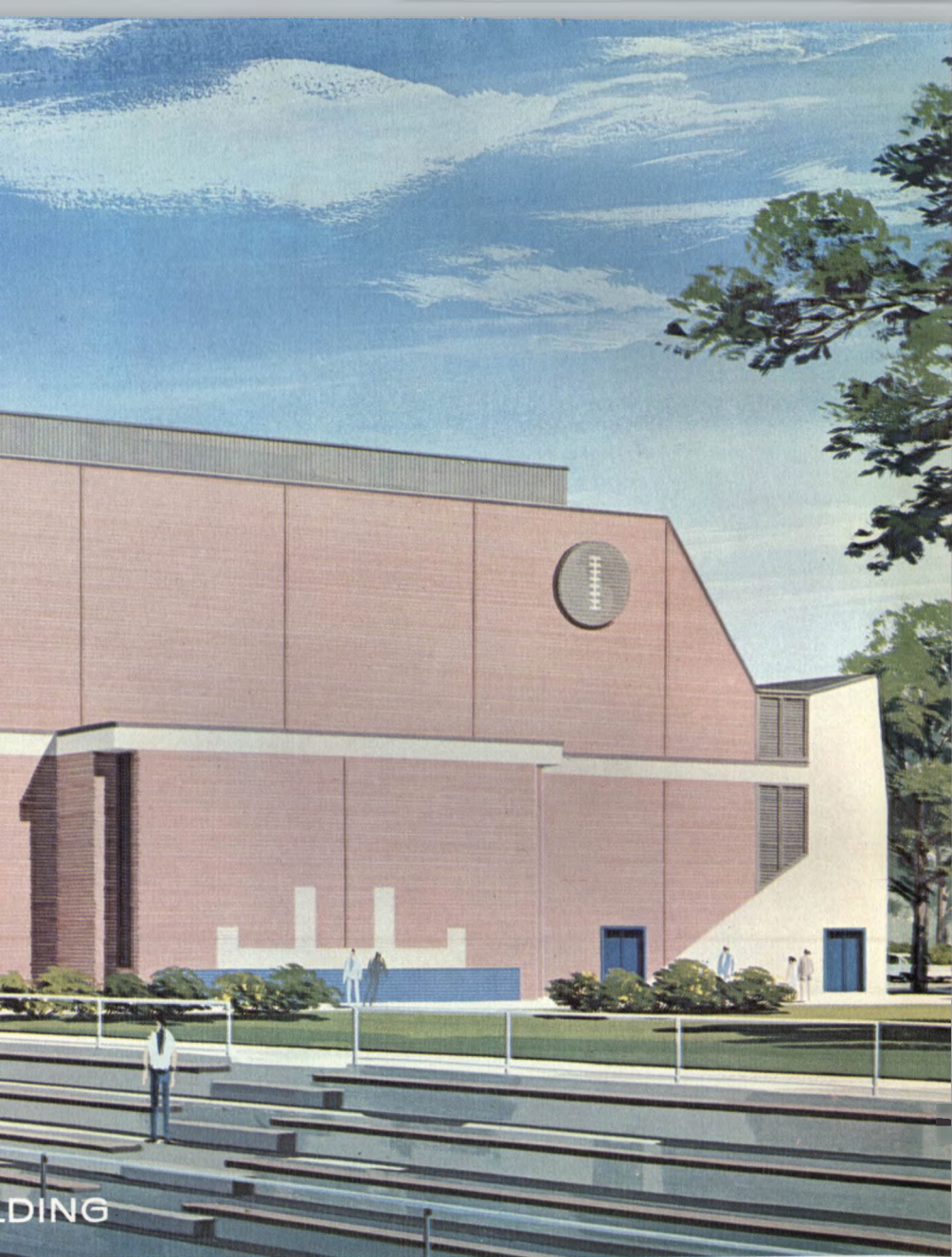




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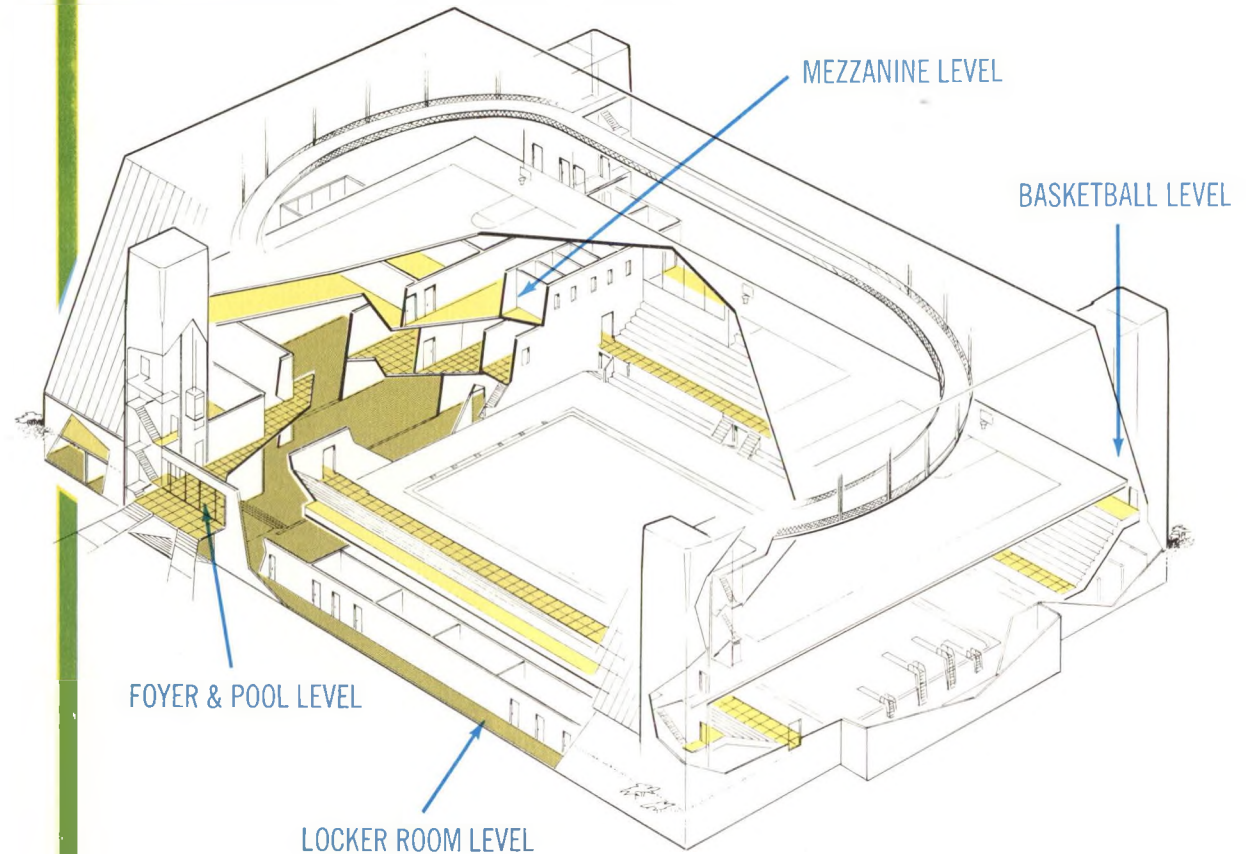
LA SALLE COLLEGE: ATHLETIC FACILITIES BUILD



WELCOME
TO HAYMAN HALL

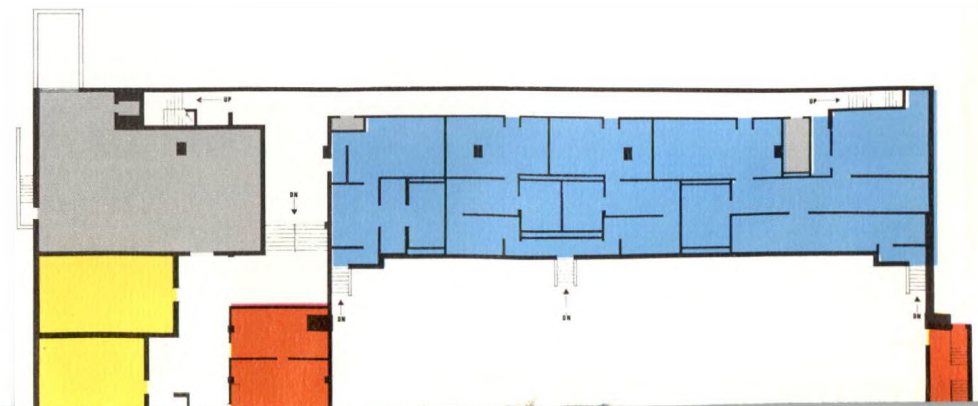
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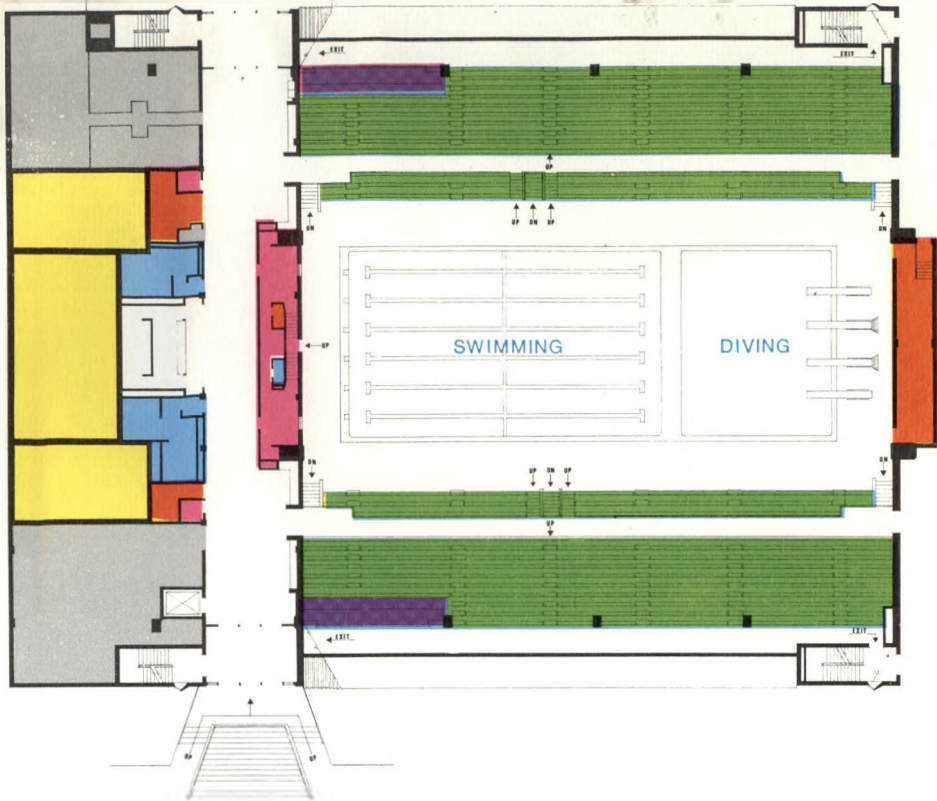
HAYMAN HALL, the college's new \$4.0 million physical recreation center, was designed by Carroll, Grisdale and Van Alen. It contains the Joseph Kirk Memorial natatorium with separate swimming and diving facilities, an underwater observation area and seats for 1,700 spectators. Three regulation-size basketball courts have been designed to handle six intramural games simultaneously with further arrangements for 500 spectators for freshman games. Also included are a one-twelfth mile indoor practice and exercise track and areas for fencing, wrestling, squash, handball, gymnastics and general exercise. There are ample locker room facilities for men and women as well as administrative and departmental office space and the necessary service, storage and mechanical areas.



FOYER & POOL LEVEL

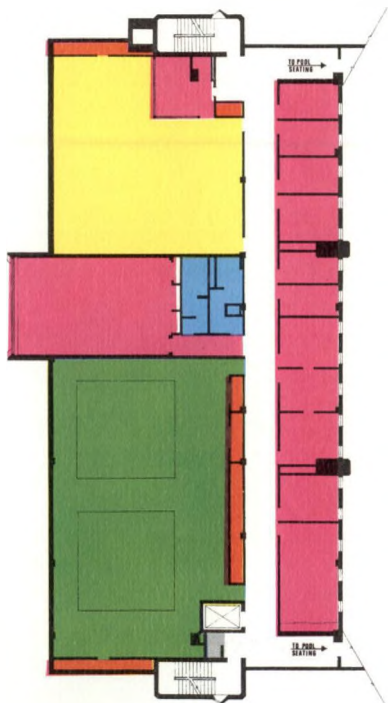
- SQUASH COURTS
- COACH, OFFICIALS
- SEATING
- STORAGE
- PRESS, TV
- JANITOR, MAINTENANCE
- LAVATORIES





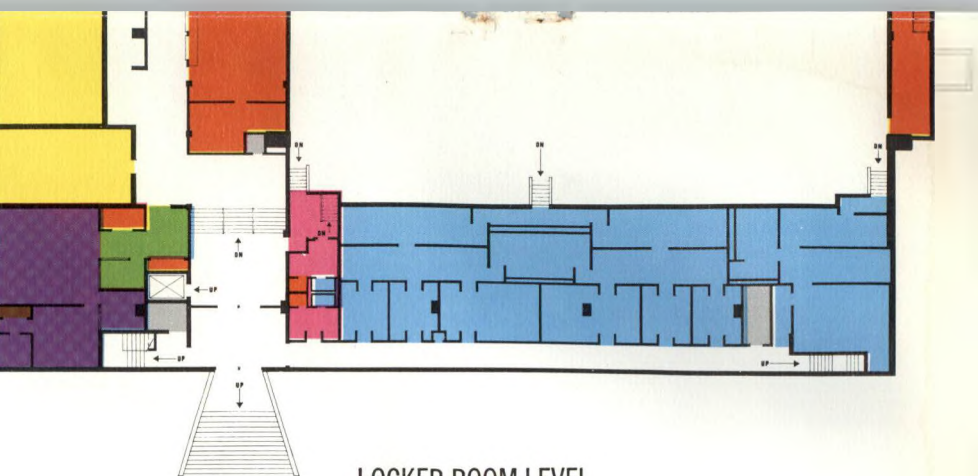
MEZZANINE LEVEL

- GAMES
- OFFICES, MEETING ROOMS
- PRACTICE
- STORAGE
- JANITOR, MAINTENANCE
- LAVATORIES



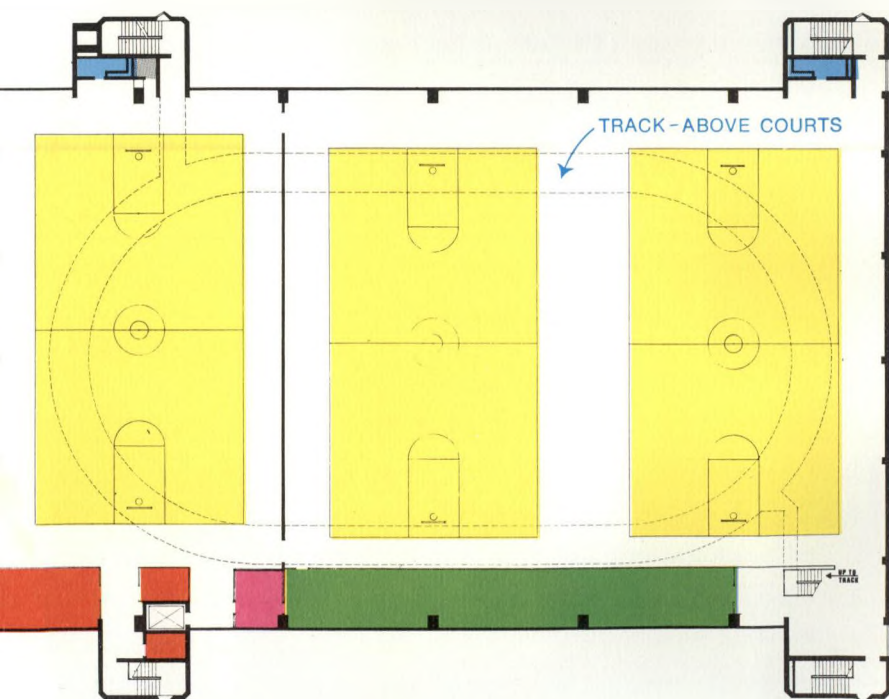
BASKETBALL LEVEL

- BASKETBALL COURTS
- COACH, OFFICIALS
- EXERCISE
- STORAGE
- JANITOR, MAINTENANCE
- LAVATORIES



LOCKER ROOM LEVEL

- SQUASH COURTS
- COACH OFFICIALS
- DOCTOR
- EQUIPMENT, STORAGE
- HEALTH, TRAINING, SAUNA
- JANITOR, MAINTENANCE
- LOCKERS, SHOWERS, LAVATORIES



THE BOARD OF TRUSTEES
LA SALLE COLLEGE IN THE CITY OF PHILADELPHIA
RESOLUTION



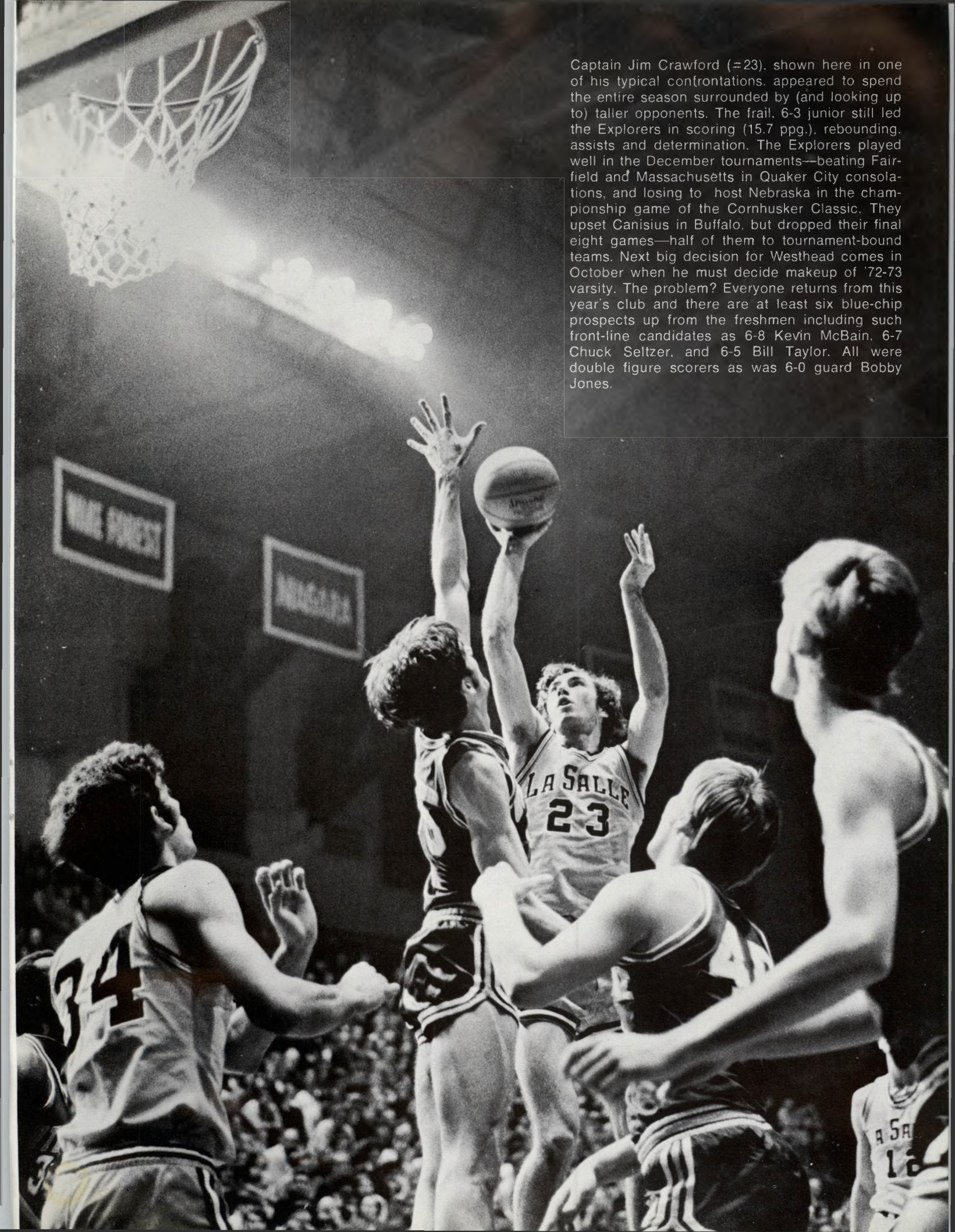
WHEREAS, H. Blake Hayman, M.D., LL.D., member of the class of 1941, and member of this Board of Trustees, has manifest a genuine interest in the facility needs of La Salle College, as it continues its effort to maintain its position of academic excellence, as evidenced by his most generous contribution toward the realization of a complete athletics facilities building, and

WHEREAS, Dr. Hayman has further displayed his loyalty and his interest in the continuing growth of the College, as evidenced by his additional and substantial contributions, and by his willingness to serve as a member of this Board of Trustees;

BE IT RESOLVED that, as an expression of our gratitude, and in accordance with the wish of Dr. Hayman, the new athletic facilities building shall be constructed in memory of Dr. Hayman's beloved parents, RALPH W. and FLORENCE A. HAYMAN, and

BE IT FURTHER RESOLVED that the dedication of said athletic facilities building shall include, in addition to the names of Dr. Hayman's beloved parents, the name of Dr. Hayman's wife, EMELIA C. HAYMAN, along with that of H. BLAKE HAYMAN, M.D., LL.D., and that thereafter, as long as this building shall stand, it shall be known as "HAYMAN HALL."

In WITNESS THEREOF we have set our hand and have affixed the seal of the corporation of La Salle College in the City of Philadelphia, hereto, this twenty-first day of March, in the year of Our Lord, nineteen hundred and sixty-seven.



Captain Jim Crawford (#23), shown here in one of his typical confrontations, appeared to spend the entire season surrounded by (and looking up to) taller opponents. The frail, 6-3 junior still led the Explorers in scoring (15.7 ppg.), rebounding, assists and determination. The Explorers played well in the December tournaments—beating Fairfield and Massachusetts in Quaker City consolations, and losing to host Nebraska in the championship game of the Cornhusker Classic. They upset Canisius in Buffalo, but dropped their final eight games—half of them to tournament-bound teams. Next big decision for Westhead comes in October when he must decide makeup of '72-73 varsity. The problem? Everyone returns from this year's club and there are at least six blue-chip prospects up from the freshmen including such front-line candidates as 6-8 Kevin McBain, 6-7 Chuck Seltzer, and 6-5 Bill Taylor. All were double figure scorers as was 6-0 guard Bobby Jones.

The New Curriculum

Course requirements at the college will change considerably next year. Here's why.

By Brother Emery C. Mollenhauer, F.S.C., Ph.D.

In a convocation address at Hofstra University on December 12, 1963, Columbia's Provost, Jacques Barzun, offered this analysis of the American college curriculum:

If we stand off and look at the silhouette of the American college—I speak of the solid and serious ones, not the shaky institutions—what we see is the thinning and flattening out of its once distinctive curriculum under pressures from above and below; the high school taking away the lower years and professional schools the upper.

Professor Barzun's comment approaches the prophetic, for his diagnosis is even more applicable today than it was eight years ago. What is more, his remarks summarize rather succinctly some of the principal external pressures which have led the formulation of a new college-wide curriculum at La Salle.

The new curriculum emanates from some eighteen months of discussion among faculty, students on departmental boards, committee meetings, memoranda, open forums, and workshops, which culminated in May, 1970, with 86% of the faculty and 64% of the students on departmental boards voting in favor of Plan D-2, the final form presented by the Curriculum Committee.

While it is clearly impossible to rehearse here the background and rationale which led to the restructuring of the College curriculum, I will attempt to indicate the academic ambience from which the revised curriculum

arose. Perhaps, an appreciation of this curriculum, which is to be fully implemented in September, 1972, might best be achieved by a review of the reasons for revision; by a glance at revisions of curriculum at the College during the last fifteen years; by a summary of the academic power politics involved in arriving at consensus about curriculum; and finally by an outline explanation of the new curriculum itself.

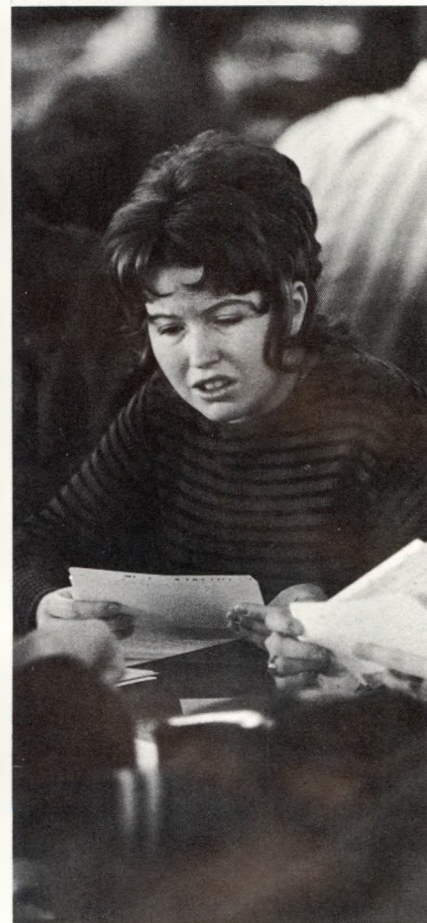
It should be emphasized initially that our current curriculum, as well as those which preceded that curriculum, need not be apologized for. Each has served the College and the students well. Any institution, however, which anticipates surviving the ephemerality of the epoch and of the interests and needs of its constituency, must continually evaluate its curriculum. This need is particularly applicable today when students are not prepared to pay the past courtesies they once did.

An essential reason for revision of curriculum, therefore, has been the ongoing necessity of revitalization. In turn, the focus has been to try to determine what curriculum would be best for the La Salle College graduate of the '70s. Such an objective is, of course, well-nigh impossible to guarantee for a future situation, for one has to proceed with assertion, rather than proof.

In addition to the fact that the serious college has to be continually alert to the need for revitalization, a thorough review of the college curriculum has been especially appropriate in the last two years because of a number of other reasons:

1. "The Carnegie Report on

Higher Education," which is perhaps the most important document on higher education in the last ten years, stresses that curriculum reform is essential for survival of colleges today.



2. Similarly, in late 1970, the National Assembly on University Goals and Governances stressed that "with the failure of nerve of many faculties, few alternatives for a liberal education have been conceptualized, let alone implemented" and that "general education which is in retreat needs reformulation."
3. Colleges throughout the country, including our own, have been aware of inadequate performance and a certain malaise among freshmen students. Studies of this situation have pointed out that many first year students are victims of what might be termed the "thirteenth grade syndrome." Thus, the incoming student has great motivational possibilities but is often disappointed by freshmen year courses which differ little from high school courses.
4. Reports from professional literature corroborate the assertion of Professor Barzun about the high schools' preempting the content of courses traditionally offered by the

colleges. For example, in the May 7, 1971, issue of *The Chronicle of Higher Education*, a survey concluded that high school teachers believe that thirty percent of what is taught in the first two years of college repeats what is taught in the last two years of high school, while college teachers believe the amount repeated is twenty-three percent.

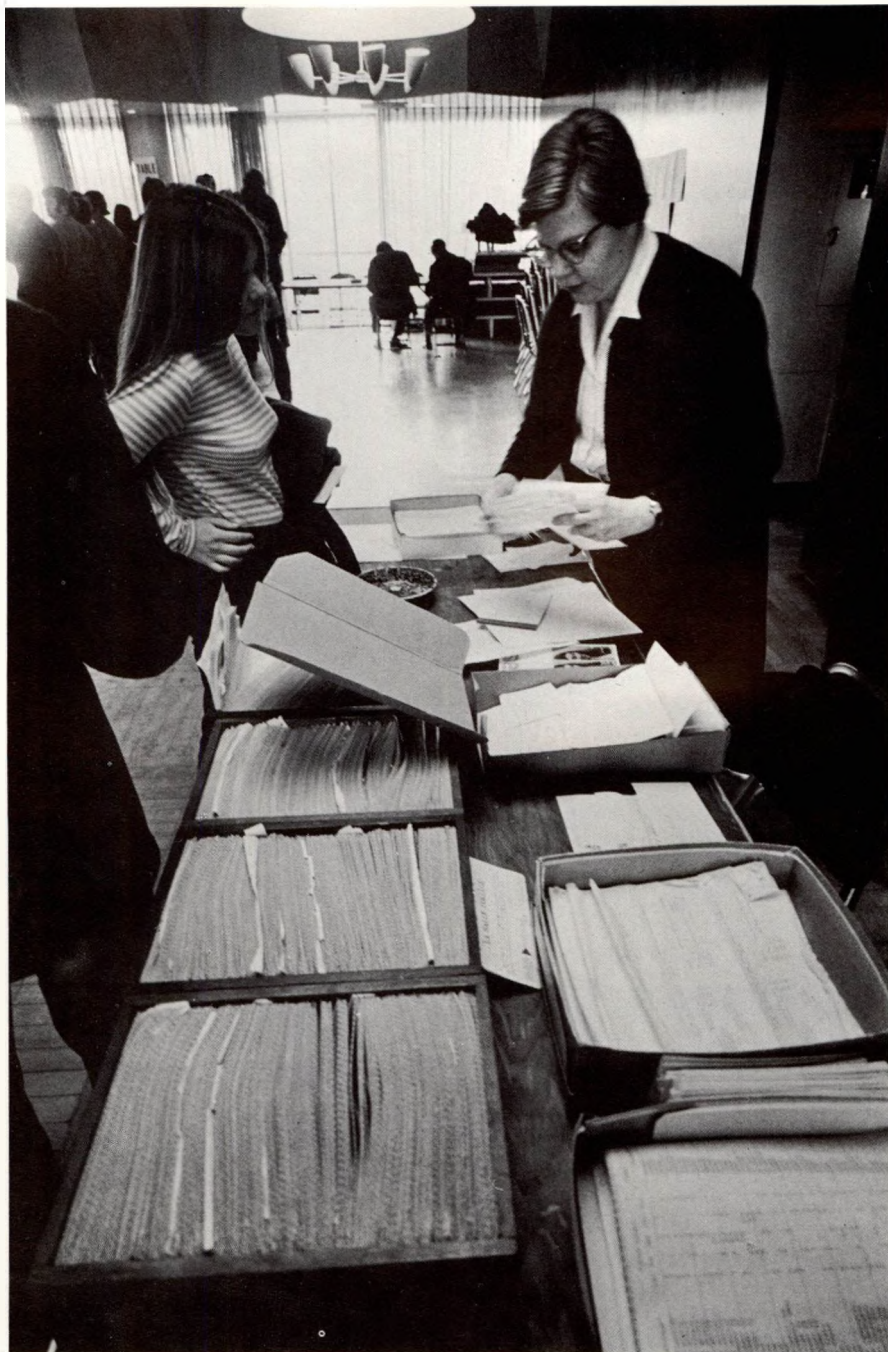
5. While the high schools have changed vastly since the '50s, the colleges have changed minimally.
6. Many high school students have already experienced the supposed luxury of elective courses.
7. In the spring of 1966, the Middle States Association offered these remarks concerning the La Salle College curriculum: "The problem of the core curriculum seems to be that a number of departments have had claims to a significant part of a student's total program. In attempting to reduce the number of hours devoted to the core curriculum, it has been possible to cut down

some of the heavier claims, but one senses a conflict of interests and of departmental competition for segments of a student's time. . . . The required courses in Philosophy and Theology have been reduced in number but still of course require a very significant portion of the student's total time. Are these courses in total contributing fully and effectively to the core curriculum? Are they really related to it? Are they effectively contributing to the unique educational mission of La Salle?"

There has been, therefore, adequate reason for a self-study of the curriculum. This self-study has been conducted with specific attention to the uniqueness of La Salle College; from the start, however, it has been clear that to sense this uniqueness is one thing, but to characterize it with any precision is a far more elusive problem.

Previous revisions of curriculum at La Salle centered on what has been traditionally termed the "Core Curriculum." Theoretically, a core curriculum is that group of courses which provides cohesion and meaning to the





total educational experience at the College; ideally, core curriculum through certain courses synthesizes what is educationally unique about the institution. In practice, however, whether any course or courses can provide such a synthesis of a college's philosophy and objectives remains a moot question. One further note about core curriculum: For a number of years, the "core curriculum" has consisted of all those courses which are required of all students in the college. In effect, this designation has been used interchangeably with what a number of institutions call "General Education" requirements.

While it is hardly feasible to review here changes in core curriculum at La Salle over the last fifteen years, some perspective for appreciation of the newly adopted curriculum might be had by outlining the essential evolution of our own core curriculum. Thus, in 1956, the college required 148 semester hours for the baccalaureate degree; the core curriculum requirements varied with the student's major: a minimum of 82 hours for the Arts and social science students; 64, for the science major; and 70, for the business major. For all of these majors, this core included sixteen hours in theology, eighteen in philosophy,

and four in military science. Then, in 1962, the total hours required for the degree was lessened to 138 while the core requirements were reduced only for the Arts and social science students: a minimum of 78 hours for Arts and social sciences; 69 for science; and 78 for business. In that era of revision, the theology requirement was fourteen hours and the philosophy, sixteen hours.

In 1966, principally because of recommendations of two years of a college-wide self-study and because of recommendations of the Middle States Association, the total hours for the degree were lessened to 120, and the core requirements were adjusted thus: 63 hours minimum for Arts and social science students; 53 for science students; and 57 for business students. Again, theology and philosophy were conspicuously affected: The theology requirement since then has been 9 hours and the philosophy requirement, 12 hours. The 1966 curriculum revision also included a codicil which guaranteed a minimum of four free electives for all students. The differential between the total 120 hours and the core curriculum and free electives consisted of courses in the student's major, and, in cases in which the major curriculum so permitted, additional free electives.

The previous revisions of core curriculum, as well as current pressures and attitudes within and without the college, constituted background for the work of the Curriculum Committee which in the early spring of 1970 began in-depth study and discussion of college-wide curriculum. While resource persons (including Acting Dean Hugh Albright, F.S.C., of the School of Arts and Science, and Dean Bruce MacLeod, of the School of Business Administration) participated in the ongoing meetings of the Curriculum Committee, the final structure presented resulted from discussions and studies of the committee members: Mr. Joseph Bernier, psychology, Brother Edward Davis, theology, Brother Claude Demitras, chemistry, Dr. Michael Dillon, political science, Dr. Michael Kerlin, philosophy, Dr. John Kleis, English, Mr. Miroslav Labunka, history, Dr. John McCann, French, Dr. Bernard Goldner, management, and three students (Messrs. Eugene Gallagher, William Wachter, and Brother Anthony Pisano) and myself as academic vice president.

The committee initiated discussions by trying to approach revision of curriculum as open-mindedly as possible, without predetermined attitudes based on unquestioned assumptions. Thus, one of the first matters for review was

the question: What course or courses are so important for a graduate of the mid 70s that they should be required of all students? During the eighteen months of curriculum review, the interests of collegiality and communication were maintained through various channels: A three day workshop in the summer of 1970, reports and recommendations from chairmen of departments and from members of departmental boards, questionnaires to the faculty, open forums for students and faculty, a Faculty Workshop, General Faculty Meetings, and ongoing memoranda about the Curriculum Committee's discussions.

Early in the fall of 1970, amid the attempts at securing collegiality and communications, a subcommittee of the Curriculum Committee was formed in order to attempt to expedite the process of arriving at a final recommendation on curriculum. This subcommittee consisted of Brother Davis, Dr. Dillon, Brother Demitras, Mr. Gallagher, and the academic vice president.

After months of lengthy weekly discussions, the subcommittee submitted Plan D-2 to the total committee, which was then unanimously recommended by the full committee. Then, in the late spring of 1971, faculty and students on departmental boards were canvassed on the proposed new curriculum. The final vote was 140 of the full-time faculty in favor of the proposed curriculum and 25 against; 35 students on departmental boards in favor and 13 against.

Plan D-2, in essential structure, consists of these elements:

1. General Requirements: 7 courses

a. Skill: 1 semester of composition, if necessary. For students whose aptitude and ability indicate that a course in composition would not be necessary, composition will not be required.

b. General Education:
2 courses in literature
2 courses in Philosophy
2 courses in Theology

2. Distribution Requirements: 8 courses

3. Major requirements, including controlled electives: 15 courses

4. Free electives: 10 courses.

Perhaps, the main advantages of Plan D-2 are these: No particular course is required of all students; among the general education courses the student may choose from a series of course offerings. The student has considerably more freedom in his choice of courses; he also has twice

as many free electives (ten) than are currently built into the curriculum. This expansion of electives allows him to build a strong minor or a dual major. In turn, these options provide him meaningful alternatives for course selection in this era when graduate school work is not so clearly the vanguard it was ten years ago and when he finds that employment opportunities are not so immediately related to the college major as we might wish they were. At the same time, the new curriculum retains a measure of common learning experience appropriate to the objectives of La Salle as a Catholic liberal arts college.

While the college-wide requirements of forty courses for the baccalaureate degree has been maintained, there has been significant revision of the structure and content of those courses.

A. General Requirements: 7 courses

The general education courses are centered on the basic skill of composition and those disciplines (literature, philosophy, and theology) which are particularly oriented toward the objective of the college of urging the student to confront ultimate questions of human experience: who he is; where his destiny lies; and how he is to reach it. Moreover, these disciplines are intrinsically oriented toward the college's further objective that students liberate themselves from narrow interests and prejudices and learn to observe reality with precision, judge events and opinions critically, think logically, communicate effectively and sharpen esthetic perception. General education requirements would normally be completed by the end of the student's sophomore year.

(1) Composition: 1 course, if necessary

(2) General Education: 6 courses

(a) Two courses in literature (English literature or foreign literature in translation). The student has the option of any two of these courses:

- (1) English literature
 - The Experience of Literature: Impulse and Form
 - Literature and Society: Hero to Anti-Hero
 - Major Authors: The Great Tradition
 - Literature and Values: The Quest for Identity
 - Literature and Growth: Modes of Initiation
 - American Dreams, American Nightmares

(2) Foreign Literatures in Translation:

—Modern French Literature in English Translation

—Modern German Literature in English Translation

—Modern Spanish Literature in English Translation

—Contemporary

French Literature in English Translation

—Contemporary

German Literature in English Translation

—Contemporary

Spanish Literature in English Translation

(Short critical papers will be required in all literature courses; complete course descriptions, including designation of specific authors and works are available to students.)

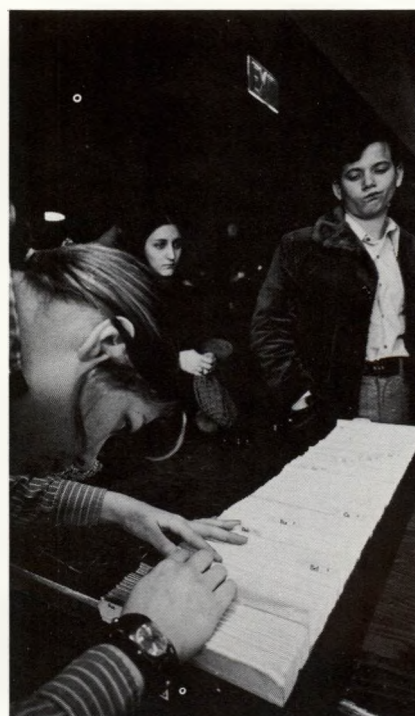
(b) Two courses in philosophy. Again, the student may choose any two courses among these offerings:

—Human Nature and Human Destiny

—Foundations of Moral Life

—Origins of Philosophical Thought

—Reason and Reality



—*Philosophical Approaches to God*
Mind and Experience in Modern Philosophy

(c) *Two courses in theology.*
Again, the student chooses any two courses:

—*The Bible as Religious Literature*

—*Dimensions of Faith in Western Thought*

—*The Phenomenology of Religion*

—*Religion and the Contemporary Search for Self*

B. Distribution Requirements: 8 courses

The Distribution Requirements of the new curriculum originate in the college's commitment to the intellectual and cultural development of its students. These requirements assure that the undergraduate liberal arts experience will include disciplines other than the major. Thus, there is provision for both a healthy balance of studies and a means of gaining perspective through a diversity of ways of viewing man himself and his relationships with his world and his fellow man. Distribution Requirements will normally be fulfilled by the end of the junior year.

Under the provisions of the new curriculum, Distribution Requirements are fulfilled by taking any two courses in each of four of the following five study areas:

<i>Study Area I</i>	<i>Study Area II</i>
<i>English</i>	<i>Foreign Languages</i>
<i>History</i>	<i>and Literatures</i>
	<i>Mathematics</i>

<i>Study Area III</i>	<i>Study Area IV</i>
<i>Fine Arts</i>	<i>Economics</i>
<i>Philosophy</i>	<i>Political Science</i>
<i>Theology</i>	<i>Psychology</i>
	<i>Sociology</i>

Study Area V

<i>Biology</i>
<i>Chemistry</i>
<i>Earth Science</i>
<i>Physics</i>

Courses in the student's major may not be taken in fulfillment of this requirement; however, the student may take courses in another subject in the same study area as his major in order to complete the Distribution Requirement. (e.g., A mathematics major can choose a foreign language, even though that discipline is in the same study area as mathematics.)

Because of professional require-

ments, students in the School of Business Administration will follow a slightly different procedure in the area of Distribution Requirements. Rather than have the choice of any two courses in each of four of the study areas, these students must take particular courses in Area II (mathematics) and Area IV (economics).

Each of the disciplines (how monastic that sounds) participating in the Distribution Requirements will make available all their course offerings except seminar courses, which are designed for majors, and those courses which have specific pre-requisites (e.g., advanced courses in languages, mathematics and the science). One objective of the revision of the curriculum redounds immediately from this policy: The availability of what have been conventionally considered upperdivision courses to all students should provide the opportunity for the student to avoid introductory and survey courses; at the same time, the motivated student can take advantage of more challenging courses early in his collegiate career. What is more, the Distribution course opportunities should contravene the conventional elitist attitude toward freshmen, one facet of which is a kind of unnecessary ritual or initiation in the first two years of college.

C. Major Requirements: 15 courses

As already noted, the general formula for major department requirements is that the individual department can require no more than fifteen courses; this total would include any course (s) the department designates outside the major itself (controlled electives).

D. Free Electives: 10 courses

Among other advantages, the freedom to choose ten electives provides the student the opportunity to build a strong minor or to have a dual major or to increase specialized knowledge in his major, or to diversify his background and to broaden his interests. Again, the possibility of ten free electives effectively presents meaningful curricular alternatives to students in this era when the relationship between the individual major and the world that calls for marketable skills—and indeed the student's own motivation—has become increasingly ambiguous.

We are currently moving out of the retreat of ideas about curriculum into the arena of action. Clearly, there are ongoing problems associated with implementation of our new curriculum: the need for better academic advisement; the uncertainty of which courses

students will choose for their Distribution Requirements and for their free electives and the inevitable corollary to this uncertainty: How will the greater freedom in course selection affect the stability of the faculty.

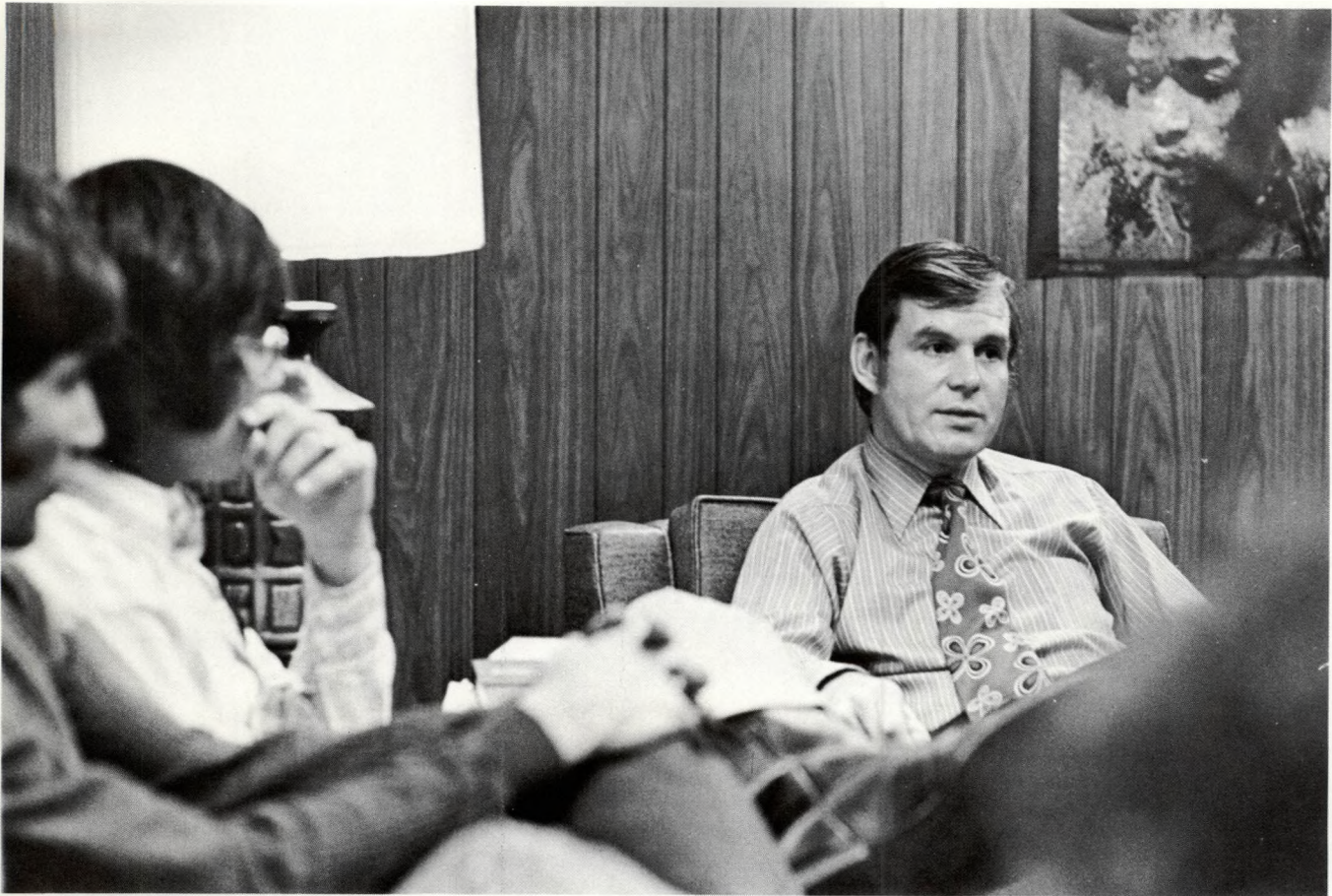
We have already initiated our attempt to defeat circumstances by anticipating them, for in November a core group of twelve faculty visited all freshmen and sophomore classes to explain the new curriculum; plans are underway for meaningful academic advisement for all students; and pre-registration for the 1972-1973 academic year has already occurred. About the time this article appears, there will also be available two brochures on the new curriculum, one designed for incoming students and one for current students.

Finally, we recognize that the new curriculum will have to be well-monitored. Perhaps, experience during the next year will lead to some adjustments. The main agency for monitoring will be the Curriculum Committee, which has continued to convene regularly in order to assess the implications of implementation of Plan D-2 and to try to foresee how the curriculum can best serve as a means of attaining for our students in the 70s the objectives of the college. ■



Brother Emery Mollenhauer, F.S.C., Ph.D., has been the college's vice president for academic affairs since 1969. He served as dean of the Evening Division for eight years. A graduate of Catholic University, Brother Mollenhauer holds his advanced degrees from the University of Pittsburgh.

AROUND CAMPUS



Dr. Frank Schreiner, director of the College's Counseling Center, conducts one of the weekly growth sessions.

GROWTH GROUPS: "... Other people have problems, too."

Psychological counseling to most people implies thoughts of a depressed patient relaxing on a couch in a psychiatrist's office, listening patiently to the advice of a calm, sympathetic professional.

This, however, is not the only method used to help people become more aware of themselves.

The latest trends in psychology have resulted in the development of another approach—group counseling.

Often referred to as "sensitivity groups" or "encounter sessions," this method is designed for persons with any personal or emotional problem to meet with others and discuss their anxieties openly under the direction of an experienced psychologist. The same procedure has been conducted by La Salle's Counseling Center for the last two years—an opportunity for students "to develop, to grow socially and spiritually in inter-personal relationships," according to Dr. Frank

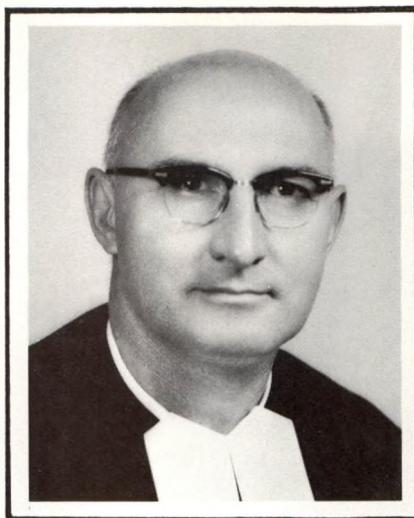
Schreiner, director of the center.

The weekly Growth Group sessions, lasting for an hour and a half, are intended "to allow a person to express himself in ways he has never been able to do so before."

Attention to each participant's life stage and his or her college life and place in it beyond academic is an integral part of the meetings, he explained.

Last semester, approximately 50

Brother Gavin Paul Kamerdze, F.S.C., Ph.D., a member of the Christian Brothers for 37 years and the college's vice president for student affairs from 1960 until his retirement in 1967, passed away on Feb. 27 at Philadelphia's St. Joseph's Hospital. An associate professor of sociology, he first joined the La Salle staff in 1953.



students participated in the Growth Groups. Each group consisted of from seven to ten members in order to assure close interpersonal communication.

Most cited the desire to do just that and to use existing strengths as the reasons for their joining the groups.

The group leader "prodded you into talking if you didn't want to," one student said. "He had a reaffirming hand and a sense of understanding. Somebody who listens is important to me in order to point out where I'm wrong. He gave me alternatives."

While a consciousness of one's strengths and weaknesses is one of the aims of the Growth Groups, attention is focused on the problems of others.

"You're able to find out about other people and to become more aware of the human side," another student added. "It's not just many faces; it means becoming involved with life."

"My biggest shock was that other people had some problems," a coed remarked.

An ex-seminarian who had difficulty in re-entering the secular world said that his experience in the meetings was definitely positive.

"I had problems in adjusting to a different class of people. Seminary life is so conservative. They have no long hairs, and there are not many liberals," he explained.

The opportunity to have "face-to-face confrontations" with the people in his new environment was the chief benefit he derived from his participation. "I didn't have much dating experience, and I was trying to get out of my basic shyness. The group helped me get along with my fiancée."

"A student is able to know about himself and how he relates and communicates and how he sees himself and others. He's also able to discuss

(personal) problems in a trust environment," Dr. Schreiner added.

With encouragement from fellow group members, more open expression of personal feelings is fostered.

"I feel the groups are a boost," another participant observed. "To help other people and to understand we're all human beings is a side that is good about it. My problem is that I don't have an ego; I'm undecided. But someone in the group got it across to me that I could reach my goals. You come to reaffirm yourself that your decisions are good."

Due to problems with his family, he explained, he had "no sense of achievement" in choosing his own life style. "Living with my family destroyed my sense of responsibility. But my own self has been restored, and I've felt a little more changed than usual."

"The group didn't solve my problems," said a coed. "But you do find whether there should be a course of action. I came into the group with family difficulties and a problem with overdoses of prescriptions. The group helped me reevaluate my ideas and goals. Before that, I would have taken the pills, but now I don't."

"When a group was first suggested to me, my initial reaction was dismay, then anxiety," another participant said. "Dismay because I thought only people with real psychological problems joined. And anxiety because I thought I would experience a traumatic, distressing event each week. As I soon found out, neither of these reactions was correct."

She cited the becoming more aware of the feelings and fears of others as well as learning to respect and understand the same emotions as the chief benefits she derived from the sessions.

"I also learned perhaps the most important lesson, that sometimes the

most loving and helpful thing you can do for a person is simply to be there to listen."

—Joe Breitner, '72

Two alumni are among new college trustees

Three new members have been elected to the college's Board of Trustees, it was announced by Brother A. Philip Nelan, F.S.C., Ph.D., chairman.

The new members, which bring the total membership to 19 are: Joseph A. Gallagher '50, newly appointed president of the Industrial Valley Bank; Robert V. Trainer, secretary and director of Roller Bearing Corporation of America, and Harry J. White, Ph.D., '54, assistant manager of the manpower and employment department at Rohm and Haas Company.

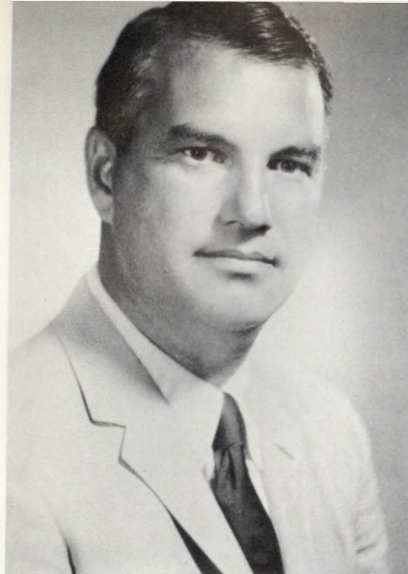
Dr. White becomes a member of the board as immediate past president of the college's alumni association. He served as La Salle's alumni head from 1969 to 1971.

Gallagher, joined IVB in 1958, was elected executive vice president in 1969, and to the IVB Board of Directors last March. He served as a U. S. Marine Corps major during the Korean War.

Trainer, a 1940 graduate of St. Joseph's College, served as a U. S. Navy lieutenant during World War II. He is also official and director of the subsidiary companies of the Trenton-based Roller Bearing Corporation of America.

White, received his Ph.D. in organic chemistry from University of Notre Dame in 1958 and joined Rohm and Haas that year.

La Salle is one of the few American colleges related to the Catholic Church which has had a mixed board of lay-



New college trustees include Joseph A. Gallagher, '50 (left); Dr. Harry J. White, '54, (center), and Robert V. Trainer.

men and religious throughout its history.

Brother Nelan also announced that Dr. Joseph J. Sprissler, vice president for business affairs, has been elected treasurer of the Corporation of the college.

Dr. Sprissler's unanimous election followed a change in the by-laws of the Board of Trustees separating the offices of President and Treasurer of the Corporation formerly held by the president.

Sprissler, who has been the financial adviser to the Board of Trustees, was named a vice president of the college in 1958. A teacher and administrator at the college since 1932 (except for a brief period during World War II), he founded the college's evening division in 1946.

Drug course offered for academic credit

A course on drugs, believed to be the first such course offered for academic credit by a Philadelphia area college, is being presented by the staff of Eagleville Hospital and Rehabilitation Center at La Salle College, during the spring semester.

Entitled "Special Topics in Psychology," the drug course is being team taught by psychologists, psychiatrists, physicians, social workers, pharmacologists, lawyers and rehabilitated addicts, according to Dr. Peter J. Filicetti, assistant director of the college's Counseling Center and coordinator of the college's drug program.

Dr. Filicetti said that the course, which is available only to matriculated La Salle students, includes twelve lecture sessions and five field visits.

Topics discussed include: the pharmacological and psychological effects of various drugs, a historical perspec-

tive of drug use, a comparison of alcoholism and addiction, an examination of various locales for drug use, a comparison of alcoholism and addiction, an examination of the addicts cultural, social and psychological world, the law and drugs, drug rehabilitation and prevention.

Other new courses being introduced in La Salle's day division include: Biometrics (biology), Seminar in Advanced Physical Geology (earth science), Oral Interpretation of Prose and Poetry (English), acting: Voice and Body (speech and drama), and Selected Topics in Mathematics: Specialized Research (mathematics).

New evening division courses being offered for the first time this spring include: Fundamentals of Management for Inner City Businessmen, Philosophy of Communism, Social Psychology, Development of Jewish Religious Thought, Introduction to Preventive Mental Health Practices in Education and Counseling, The Film as Art, and a seminar on Development of Management Skills.

Spring semester classes for both the day and evening division will continue until April 28. Examinations will be held from May 1-8 with the college's 109th commencement scheduled for 7:00 P. M. on May 17 at Convention Hall.

Day & evening tuition goes up next semester

La Salle will increase its day school tuition for the next year (1972-73) by \$220.00 and its fees for room and board by \$100.00, it was announced by Brother Daniel Burke, F.S.C., Ph.D., president of the college.

Tuition will be increased from \$1,600 to \$1,820 for liberal arts and business administration majors and

from \$1,700 to \$1,920 for science majors. Room and board will go from \$1,050 to \$1,150 for students using a "seven day" meal ticket and from \$900 to \$1,000 for undergraduates using "five day" meal tickets.

It was also announced that tuition for the college's evening division and summer session (both day and evening) would be increased \$4.00 from its present \$38 per credit hour to \$42 per credit hour, effective in the 1972 summer session.

Brother Burke, who received approval for the move from La Salle's Board of Trustees, announced the increases in letters sent to all parents and students in February. The present college catalogue indicated that a tuition increase of from \$200 to \$250 would be "probable" in September, 1972, but Brother Burke expressed the hope that such increases can be kept on a biennial cycle rather than on an annual cycle.

"Naturally these increases will be felt to be substantial by families who are supporting students here or by individuals who are paying their own tuition," said Brother Burke in the letter.

"The projected budget supported by these increases, however, still carries a deficit of several hundred thousand dollars. This means that some hoped-for expansion and enrichment of programs and services will have to be postponed or curtailed, if a balanced budget is to be achieved."

Brother Burke added that the new tuition increase is "being pegged to normal salary increases for faculty and staff, a continuing program of space re-allocation and renewal of facilities (some of which are over 40 years old), and the debt service on the two new buildings, Olney Hall, a classroom building for humanities and



Prominent British economist Barbara Ward (Lady Jackson) received an honorary doctor of laws degree from the college on March 7 at St. Charles Borromeo Seminary where she delivered a major address on world justice and peace. Brother A. Philip Nelan, F.S.C., Ph.D., chairman of the college's Board of Trustees, conferred the degree. Brother Patrick Ellis, F.S.C., Ph.D., (left) vice president of the La Salle College corporation and director of development, served as Lady Jackson's sponsor. Looking on are John Cardinal Krol (right) and Auxiliary Bishop Thomas J. Welsh, rector of the seminary.

social sciences, and Hayman Hall, an athletic facility."

Professor and student re-united in anthology

Craft and Vision, the best fiction from *The Sewanee Review*, has been recently published by the Delacorte Press.

Included among such respected names as Flannery O'Connor and Robert Penn Warren are two stories written by alumni closely associated with the English program at the college.

"Sled," a story written by Thomas E. Adams, '58, was begun as part of a creative writing course taught by Claude Koch, '40, professor of English and author of five novels.

Koch, himself, is represented with his story, "A Matter of Family," which later appeared as a chapter in his novel, *The Kite in the Sea*.

Merrill Trust awards \$25,000 to college

La Salle has been awarded a \$25,000 grant by the Charles E. Merrill Trust, it was announced by David A. Thomas, administrator of the Trust.

Brother Daniel Burke, F.S.C., Ph.D., said that, in compliance with the wishes of the Merrill Trust, the grant would be used for scholarships for students of the Catholic faith.

Brother Burke added that the loan and grant program administered by the college this year totalled about \$3 million—in addition to loans taken by many students from private sources and banks. The Merrill Trust grant comes, therefore, at a time of great need of many students.

Rabbi Frank appointed first Jewish chaplain

Rabbi Bernard S. Frank, a member of the college's theology department since 1966, has been appointed to serve as the first chaplain for Jewish students of the college, it was announced by Dr. Thomas N. McCarthy, vice president for student affairs.

Rabbi Frank, of Temple Beth Torah, 608 Welsh Road, has been teaching a course at La Salle entitled "Development of Jewish Religious Thought." Some 40 students enrolled for the course the first year; an average of 150 men and women roster it now.

"I am very happy to be able to be of assistance to students in all capacities besides the classroom," said Rabbi Frank, the current president of the Board of Rabbis of Greater Philadelphia. "I hope that the students will take advantage of this opportunity, especially since it is the first time such a program has been introduced at La Salle."

Campus radio station set for spring debut

WEXP, the college's first radio station, should be on the air by the mid-spring, it was announced by Robert Toltzis, '73, general manager, and John DeMasi, '72, program director of the new facility.

Toltzis said that broadcasting will be confined initially to the College Union Building from 10:00 A. M. to 3:00 P. M. daily. When additional equipment is purchased, the broadcast signal will be expanded to include the dormitory area.

"The station will adopt a diversified programming format," said Toltzis.

"Much of our music will be chosen after we see the results of a student poll now being conducted."

Funds for the station, located on the third floor of the College Union, were raised partially by students and partially by a \$1,000 grant from Walter H. Annenberg, U. S. Ambassador to Great Britain.

Music Theatre slates 1st American premiere

La Salle's MUSIC THEATRE will celebrate its tenth anniversary by presenting as its opening attraction, the American premiere of "Ambassador," a highly-praised London attraction this season, it was announced by Dan Rodden, founder and managing director of the unique professional group.

The musical version of Henry James' novel, *The Ambassador*, will open with six preview performances beginning on June 28 at the College Union Theatre. Opening night will be July 4 with the play continuing through July 30.

"Ambassador," which starred Howard Keel and Danielle Darrieux in its London production, is slated for Broadway next season. It was written by Don Ettlinger, with music by Don Gohman and lyrics by Hal Hackady.

MUSIC THEATRE's second production will be a revival of "One Touch of Venus," the hit S. J. Perelman, Ogden Nash, Kurt Weill success of the mid-40's which gave Mary Martin her first starring role. It will run from August 9 through Sept. 3.

Theatre party reservations and information can be obtained by calling Robert Tomlin at VI-8-7611. Groups are advised to make arrangements early in order to avoid disappointment.

'40

Horace G. Butler, M.D. has joined the faculty of the Milton S. Hershey Medical Center of Penn State University in the Radiology Department as visiting instructor. **Daniel W. Pennick** has been appointed a member of the Pennsylvania Liquor Control Board.



James G. Bridgeman

James G. Bridgeman is now regional director in the life, accident and group/railroad and medicare division of the claim department at the Travelers Insurance Companies, Hartford, Conn.

'43

himer has been appointed West Coast division vice president at RCA/Records. **John F. Dougherty** was named by Gov. Milton Shapp to the northwest regional planning council of the Governor's Justice Commission. **U.S. Air Force Lt. Col. Joseph E. Martin** has received his third award of the Air Medal at Norton AFB, California.

'53

Thomas J. Conville, Jr., has been promoted to vice president of the Fidelity Bank. He is head of the Estate and Trust Planning Division. **DECEASED: James J. Carroll.**

'54



Alexander L. Avallon

Alexander L. Avallon has been named loan representative of Philadelphia's Central Mortgage Co. Air Force Maj. **Enda R. Coyne**, has received the Meritorious Service Medal at Wright-Patterson AFB, Ohio. **Albert Pirri** has been named assistant vice president for Land Development at Central Mortgage Co. **William L. Zwiebel, Ph.D.**, has been promoted to associate professor at Holy Cross College.

'49

Richard J. Ferrick has joined the industrial sales division of Lanard and Axilbund, Inc., Realtors, Phila. **DECEASED: Thomas Ferris.**

'50

Joseph A. Gallagher has been elected president of Industrial Valley Bank and Trust Company. **Vincent F. Miraglia, Ed. D.** has been named Lankenau Hospital's director of health education.

'52

Benjamin Tumolo is chairman of the 20th anniversary reunion to be held on campus May 13 in conjunction with Alumni Homecoming. **Donald J. Burk-**

'55

Herbert M. Jung has been appointed principal of Philadelphia's Stetson Junior High School. **Daniel J. McKenna** was appointed deputy in the office of the City

MOVING?

If your mailing address will change in the next 2-3 months, or if this issue is addressed to your son and he no longer maintains his permanent address at your home, please help us keep our mailing addresses up-to-date by:

1 PRINT your full name, class year and new address on the opposite form, and

2 Attach the label from the back cover of this issue and mail to the Alumni Office, La Salle College, Phila., Penna. 19141.

Name _____ Class Yr. _____
Address _____
City _____ State _____ Zip Code _____

ATTACH LABEL HERE

Philadelphia Eagles coach Ed Khayat (right) chats with Jack McConaghy, '70; Jim McDonough, '69 (center), and Tom McElvogue, '69, before addressing members of Downtown Alumni Club, March 8, at the Poor Richard Club.



Representative and Director of Commerce by Philadelphia Mayor Frank Rizzo.

'56

Erwin A. Carp received a cash award and a certificate from Brig. General Paul E. Smith, Commanding General of the Defense Industrial Supply Center, for his idea to streamline a data program at the center. **W. David Engle** was appointed merchandising manager for Kent Air Tool Co., Kent, Ohio. BIRTH: To **Nicholas P. Dienna** and wife, Elizabeth, a second son, Daniel James.

'57

Frederick Leinhauser and **Daniel E. McGonigle** are co-chairmen of the 15th anniversary reunion to be held on campus May 20. **Edward J. Healy, Jr.**, was named metropolitan regional vice president, responsible for the operation of six branches of the Industrial Valley Bank and Trust Co. **Gerald F. Molyneaux, F.S.C.** passed his doctoral exams in film at the University of Wisconsin, and is now a degree candidate. **Robert A. Wood** has been named Director of Marketing of Bakers Bay Ltd., Pa. DECEASED: **Eugene Joseph Politowicz**.

'58



Edward T. Pason

Norman Bernstein, Ph.D., associate professor of the history and philosophy of education at Mt. St. Mary's College, has been elected to the Johns Hopkins U. Chapter of Phi Delta Kappa. **Gerald T. Hofmann** was named vice president at Provident National Bank. **Donald J. McAneny** was named chief examining officer of the Federal Reserve Bank of Philadelphia. **Edward T. Pason** has been appointed associate librarian in charge of Public Services at Rutgers University. **Archie Pergolese** has been granted the 1971 National Quality award for the tenth consecutive year from the Fidelity Mutual Life Insurance Company. **Angelo Randazzo**, a history teacher at Immaculata Col-

lege, is also teaching at La Salle's evening division. Army Maj. **Charles J. Reich**, was graduated from the Armed Forces Staff College, Va.

'59

Albert J. Dorley, Ph.D., is graduate, post graduate and international studies director at Villanova U. **John A. Duffy, Jr.** received his Ph.D. in economics from Boston College. He is currently an assistant professor of economics at La Salle. **Robert E. Haentze** has been appointed director of compensation and benefits for the Philadelphia Saving Fund Society. **Fred F. Rizzo, Jr.**, has been promoted to vice president of the Fidelity Bank. BIRTHS: To **Albert J. Dorley** and wife Mary, twin boys, Brendan and Bryan; To **Cornelius J. O'Brien** and wife, Janice, their fifth child, Terence Michael.

'60



Ralph W. Howard

U. S. Air Force Maj. **John J. Bannon, Jr.**, has been selected as the Air Training Command's outstanding judge advocate of the year. **Robert R. Davis** has been named manager of personnel for the Opportunities Industrialization Center's National Institute. **Ralph W. Howard** has been named director of communication of Industrial Valley Bank and Trust Co. **Francis B. McCullough, C.P.A.**, was elected to the Haverford Township School Board.

'61

Nicholas G. Cavarocchi has joined the department of community medicine and international health of Georgetown University Medical Center. **Albert B. Da Shiell**, a special agent with the Prudential Insurance Co., Harrisburg, sold over a million dollars of insurance in 1971. **Gerald Drach** has been named director of purchasing at Holy Redeemer Hospital. **Joseph L. Hepp** is director of financial aid at Rutgers University, Newark, N.J. DECEASED: **Coleman P. Joyce**.

'62

Robert J. Les



Anthony Clark and **Ronald Giletti** are co-chairmen of the 10th anniversary class reunion set for May 20. **Capt. Joseph Y. Ashman, Jr.**, who recently received the Air Force combat readiness medal at Whiteman, AFB, has been assigned to a unit of Pacific Air Forces, headquarters for air operators in Southeast Asia. Army Major **Edward F. Kelly** has received the Bronze Star Medal in Vietnam. **Robert J. Les** has been appointed vice president and director of development and administration for the residential production division of the Korman Corporation. MARRIAGE: **John J. Murphy, Jr.**, to Marie Slifka.

'63

Richard Bindie, M.D. has been certified in pathology at Germantown Hospital and is now practicing in the Pottsville, Pa. area. **Thomas J. Burke** was promoted to vice president of the Clearfield Federal Savings and Loan Association.

'64

Thomas J. Gaul has joined the Mettler Instrument Corp., of Hightstown, New Jersey, as manager of new market development. **Gerald Harley** has passed the New York bar examination and will be affiliated with the law firm of Himman, Straub, Pigors and Manning in Albany. **Frank M. Kaminski** has been promoted to senior commercial officer of the First Pennsylvania Banking and Trust Com-



Frank M. Kaminski

pany. **Dennis M. McAuliffe**, a member of the Glenmary Home Missioners, made his final vow in St. Louis, Mo. **Joseph A. McDonald** has been appointed manager of Dun and Bradstreet, Inc., Norfolk, Va. **Peter A. Peroni II**, assistant professor and counselor at Bucks County Community College is co-author of an article dealing with community college counselors, which appeared in a recent publication of the New Jersey Personnel and Guidance Association. **Zachary S. Wochok, Ph.D.**, is assistant professor of biology at the University of Alabama and head of the introductory biology program.

'65



Kevin W. Bless

Kevin W. Bless has been named estate planning representative of Industrial Valley Bank and Trust Co. **Thomas F. Devlin, Ph.D.**, has joined the faculty at Montclair State College as an assistant professor of mathematics. **Nicholas A. Giordano** is the new controller of the Phila., Baltimore-Washington Stock Exchange and of the Stock Clearing Corporation. **Fred Fischer**, a salesman for the Diamond Shamrock Chemical Co., N.J. has been transferred from the Eastern region to the Pacific Northwest. **Robert D. Hagen** has been promoted to principal at Kurt Salmon Association, Inc., as a management consultant. **William E. Losch** has been named product marketing manager for resistors of the Corning Glass Works. Army Capt. **Raymond S. Stefanowicz** has completed a 34-week Air Defense Artillery Officer advanced course at the U.S. Army Defense School, Ft. Bliss, Tex. **Stanley H. Sweda** has received a master's degree in engineering from Penn State University. MARRIAGE: **Cletus C. Kilker** to Kathleen Madden.

'66

Samuel W. Douglass, III, has been named assistant cashier at Provident National Bank. **Richard C. Kling** has been appointed a commercial officer of the Philadelphia National Bank. **Walter J. Okon**

PROFILE



From Tube Sales to President

One thing about Louis M. Backe, III, '51: he gets things done. When Backe took over as president of Electronic Wholesalers, Inc., in Feb., 1970, the company was \$3 million in the hole. Within a year, he had the Hollywood, Florida-based distributor of electronic components making a profit.

"This is certainly not a glamor business," says the one-time Explorer oarsman. "Our stocks don't go running all over the place."

Glamorous no, but extremely promising, yes. Microminiaturization will help revolutionize our lives and Electronic Wholesalers—a subsidiary of Cramer Electronics, Inc.,—figures to grow with the industry that has grown from a million dollar business about 15 years ago to a billion-and-a-half dollars today.

"Funny thing about our business," says Backe. "When the market gets tough, our business gets better. Our customers would rather buy from day to day instead of making the large purchase for the long run."

Backe says that most of the peo-

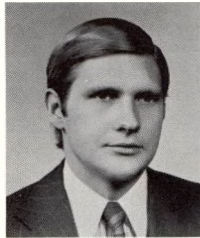
ple dealing with capacitors, relays, resistors, and circuits got into the industry within the last decade because of the mushrooming space business. "Much of our everyday life is generated by discoveries that have been made since then," he says.

The former Marine officer served in Korea after graduation and then joined RCA as field representative for its Tube Division in Florida, Georgia, and eastern Tennessee. In 1964 Backe was appointed southeastern regional manager of ITT Distributor Products.

After joining the Orlando Division of Electronic Wholesalers, Inc., in 1965, Backe soon moved up to vice president of the division, executive vice president and director of corporate marketing, and, finally, president.

Backe, who majored in marketing at La Salle, also rowed at the Penn AC and Vesper Club. He lives in Hollywood with his wife, Jeanne, and five children—Lisa 13, Mark 12, Carol 7, Joanne 6, and Michael 4.

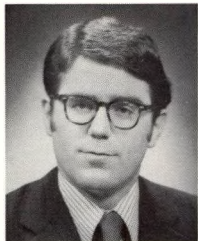
Clark Gesner (right), author of the book, music and lyrics of "You're A Good Man, Charlie Brown," accepts second annual "Theatre La Salle Award" on College Union Theatre stage during performance of his hit musical by Theatre La Salle undergraduates, Feb. 26. Director Dan Rodden, '41, and cast members watch Gesner's acceptance remarks.



ment center. **Thomas G. Camp**, a third-year student at Rutgers University School of Law has been awarded a scholarship from the Alumni Association. **Francis A. Champline** has been named Social studies department chairman at Neshaminy Junior High School. Navy Lt. **John J. Feloney** is attending the Naval Destroyer School at Newport, R. I. **Robert T. Moran** has been promoted to Supervisor of Personnel Relations at Ortho Pharma-

has received the U.S. Air Force Commendation Medal at Ankara Air Station, Turkey. **Frank Stimmmer** is working at Batten Barton, Durstine & Orsborn, Inc. on the Campbell Soup Account. **MARRIAGE: Frederick J. Engelhart, Jr.** to Mariann L. Lynch. **BIRTH: To Frank Swiech** and his wife Eileen, a daughter, Jennifer.

'67

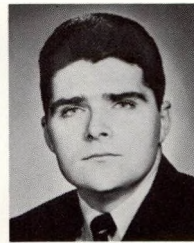


David De Luca

James Kopaz is chairman of the committee planning the 5th anniversary reunion of the class on May 20. **David De Luca** has been named manager of the First Pennsylvania Banking and Trust company's new Broomall office. **Lawrence S. Gryn** received a master's degree in industrial management from Temple University. **Thomas McCann** was promoted to an assistant cashier at South Jersey National Bank in N.J. **Henry E. Rzemieniewski** is practicing law with the firm of Chase and Clancy in Manville, N.J. **MARRIAGE: Joseph Rosinski** to Lucille Zuber. **BIRTH: to John Schmalbach** and wife Rosemarie, a son, John Michael, Jr.

'68

Walter A. Bartashus has received a master's degree in technical education, human services technologies from University of Akron, Ohio. He is employed as a case-worker for emotionally disturbed adolescents at Boys' Village, a residential treat-



Walter A. Bartashus Robert T. Moran

ceutical Corp. of N.J. **James Rosenberg** has been admitted to the practice of law in New Jersey. **BIRTH: To Francis A. Champine** and his wife, a daughter, Bethany Anne.

'69

James H. Hughes has joined Pfizer Inc., Leeming-Pacquin Division, as sales representative in the Baltimore-Washington area. **Bernard Krimm** passed his Ph.D. comprehensive exams in English at Northwestern University, and is now a degree candidate. Air Force Capt. **Michael Moran**, has been selected to participate in the Strategic Air Command's Combat



Michael Moran,

Competition at McCoy AFB, Va. **Mark J. Ratkus, F.S.C.**, has passed his doctoral exams in economics at the University of Notre Dame, and is now a degree candidate. **David Alan Suskind**, presently a fourth year medical student at Case Western Reserve University School of Medicine, has begun a two-month tour of vol-

untary service with Project HOPE, the medical teaching/treatment program in Natal, Brazil. **Stan Wlodarczyk** is playing professional basketball with the Wilkes-Barre Barons of the Eastern League. **MARRIAGES: Francis D. Heron** to Eileen Marie Jeffers; **Robert A. Mignatti** to Susan Stroud; **Robert A. Rocca** to JoAnn M. Zglicznski, **BIRTH: to Thomas J. Marx, II** and wife, Ascyline, a son, Thomas J. III.

'70



2d Lt. Albert J. Durning

Army Lt. Eugene J. Bransfield, has been assigned to the Defense Industrial Supply Center, Philadelphia. 1st Lt. **Stephen Britt, USMC** is presently stationed at Iwakuni, Japan with 1st Marine Air Wing as a communication officer. **Edward F. Caffrey** received his wings in the Navy Air Force in January and has been assigned to the carrier, Enterprise. **Joseph D'Amata** and **John M. Fleming** are among a group of nine men from Arthur Young & Company who offer free tax preparation and information to people in disadvantaged areas of North Philadelphia. **2d Lt. Albert J. Durning** has been awarded his silver wings at Reese AFB, Texas upon graduation from U.S. Air Force pilot training. **Joseph T. Fenton** is undergoing flight training with Training Squadron 28, Naval Air Station, Corpus Christi, Texas. **1st Lt. Thaddeus T. Gajkowski**, is serving with the 1st Cavalry Division (airmobile) near Bien Hoa, Vietnam. **Dennis H. Gallagher** has been promoted to assistant production manager of Leeds and Northrup's laboratory equipment division. **Paul Theodore Hee** has been appointed to the staff to the Securities and Exchange Commission as an investigator. He is stationed in Arlington, Va. **Thomas Hoskins** has received a master's degree in Math at the University of Chicago. **A. William Krenn** is working toward a master's degree in journalism at Northwestern University, Evanston, Ill. 1st Lt. **Raymond Lakin, USMC** is presently stationed at Camp Lejeune, North Carolina serving with

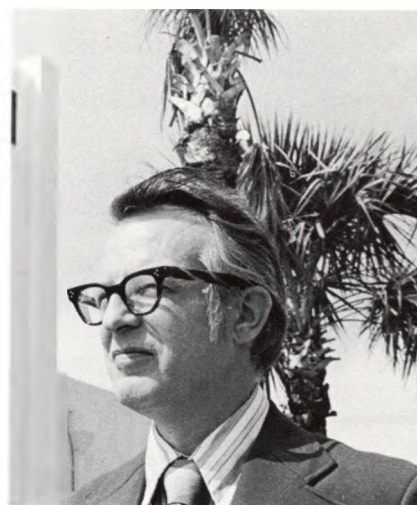
force troops as a communication officer. **2d Lt. Patrick J. McCullough** was commissioned upon graduation from the infantry Officer Candidate School, Ft. Benning Ga. **1st Lt. Robert McMullen, USMC**, is presently stationed in California with force troops as a communication officer. **Edward A. Ryan, Jr.**, served as an information specialist at Fort Dix, N.J. and Camp Drum, N.Y. before his discharge in January. While in the service he co-starred with Alisha Fontaine ("The French Connection") in an army training film and hosted two radio shows. **2d Lt. Michael J. Wilkin**, has completed a nine-week Air Defense Artillery Officer basic course at the U.S. Army Air Defense School, Ft. Bliss, Texas. **MARRIAGES:** **1st Lt. Walter J. Boyle** to Virginia R. Murphy; **Stuart Zane Dershaw** to Carol Linda Mazer; **A. William Krenn** to Christian Marie Lescuyer; **William B. Moskalski** to Nancy Westfield; **James M. Watson** to Kathleen Anne Sullivan.

'71

Robert J. Christian has been awarded a fellowship from University of Delaware, where he is studying for a master's degree in economics. **2d Lt. Joseph P. Cimoch**, has completed a nine-week Ordinance Officer Basic Course at the U.S. Army Ordinance Center and School, Aberdeen Proving Ground, Md. **Frank J. Coppola** has completed eight weeks of basic training at the U.S. Army training center, Armor, Ft. Knox, Ky. **2d Lt. James E. Fox** has completed a nine-week Air Defense Artillery Officer Basic Course at the U.S. Army Air Defense School, Ft. Bliss, Texas. **John J. Gallagher** has been promoted to operations Manager at Avis Rent-A-Car. Private **Paul M. Graham** has completed basic training at the U.S. Army Training Center, Infantry, Ft. Dix, N.J. **Wilbur E. Huf, Jr.**, is a disc jockey for WCMC in Wildwood, N.J. and is also an anchorman for the TV-40 Evening News. **Edward S. Wyrwas, Army Second Lt.**, has completed a nine-week Air Defense Artillery Officer basic course at the U.S. Army Air Defense School, Ft. Bliss, Texas. **Private Joseph A. Yasaian** has completed basic training at the U.S. Army Training Center, Infantry, Ft. Dix, N.J. **MARRIAGES:** **Robert J. Blair** to Susan Beth Stuart; **Thomas Me. Lofgren** to Jennifer Lee Peitz. **BIRTH:** To **John J. Gallagher** and wife Laura, twins—Christopher and Beth Ann. **DECEASED:** **Lewis Rossman.**

PROFILE

Starting All Over Again



"The industrial growth here is paralleling the population growth," says Robert G. Mauger, '55, controller of Les Byron Associates, one of the larger industrial development firms in Fort Lauderdale. "And much of the growth in population revolves around the fellow who retires and starts all over again in Florida."

Bob Mauger certainly hasn't retired but the former Evening Division accounting major is most definitely *starting all over again* after spending 16 years in the front office of the broadcasting business with Triangle Stations and its old Philadelphia flagship station, WFIL.

Mauger and his wife, the former Peggy Bender who once served as the college's public information officer, decided to "get away from the freezing cold, damp Philadelphia winters" in August, 1969. Bob worked as controller for the Black Angus Franchise System in Miami for a year, then spent some time as a business-management consultant before joining Les Byron Associates.

"This area is growing with light industry," says Mauger. "There are not too many biggies here. Often it's that fellow I mentioned who retires (up north). He gets down here for a few months and enjoys the relaxation. All of a sudden, he doesn't know what to do with his time. The next thing you know, he has a small business going because there are enough people down here to create the demand that he once had for his service up north."

Naturally there isn't as much "unionization" in Florida as there is up in the highly-industrialized north. The favorable climate and abundance of manpower also helps to keep salaries of "middle executives" to a lower level.

But there are enough of the *biggies* to keep Mauger and Les Byron Associates busy. The outfit recently constructed large industrial park complexes in Hollywood, Fort Lauderdale and West Palm Beach, and more are planned.

The Maugers have two daughters, Maryellen 15, and Suzanne 14, and live in Fort Lauderdale.

Keeping the Horses and Customers Happy

Resting conspicuously behind the desk of the director of public relations of the Continental and Eagle Downs Racing Associations at Philadelphia's Liberty Bell Park is a soccer ball worth a cool half-million dollars.

"That's all we have left from the franchise," says Gerald Lawrence, '61, referring to the short-lived career of big-league soccer and the Philadelphia Spartans in 1966 and 1967. An executive of the William Penn (Harness) Racing Association at the time, Lawrence served as vice president and general manager of the Spartans when William Penn took its brief fling in the soccer business.

Unlike the Spartans, however, Lawrence's professional career has been much more successful. Although he has never held political office like some of the men profiled elsewhere in this issue, Jerry has experienced a rich political life. He has also established himself as one of the nation's premier turf publicists.

"I've never had the desire or ambition to seek public office," says the recently-elected eastern vice president of the prestigious Turf Publicists of America. "I just enjoy people in politics, the campaigns, making a contribution to society in this way."

Lawrence, a pre-law major, worked for awhile as assistant to the chairman of the (Pennsylvania) Democratic State Committee, then became special assistant to Richardson Dilworth during the Philadelphia mayor's gubernatorial campaign in 1962. "Then I retired and became a 'statesman,'" he laughs.

Lawrence has been associated professionally with harness and flat racing since its introduction in Pennsylvania in 1963, but his experience with the sport goes way back. He saw his first race at Randall Park (Cleveland) at the age-of-five, got his first pony a year later and had a horse by the time he was eleven. He spent his summers in high school working on a racing farm and, thus, knows the business from both the technical and front-office sides.

As PR Director for a pair of Asso-



ciations which sponsor some 200 days of racing a year, Lawrence's responsibilities range much wider than the normal everyday routines of publicity, radio and TV, advertising, the public address system, program, group planning and other promotions. "There are only two things you need for a successful racing operation," he says in a classic example of understatement. "Horses and customers. If you make them both happy, you're in business."

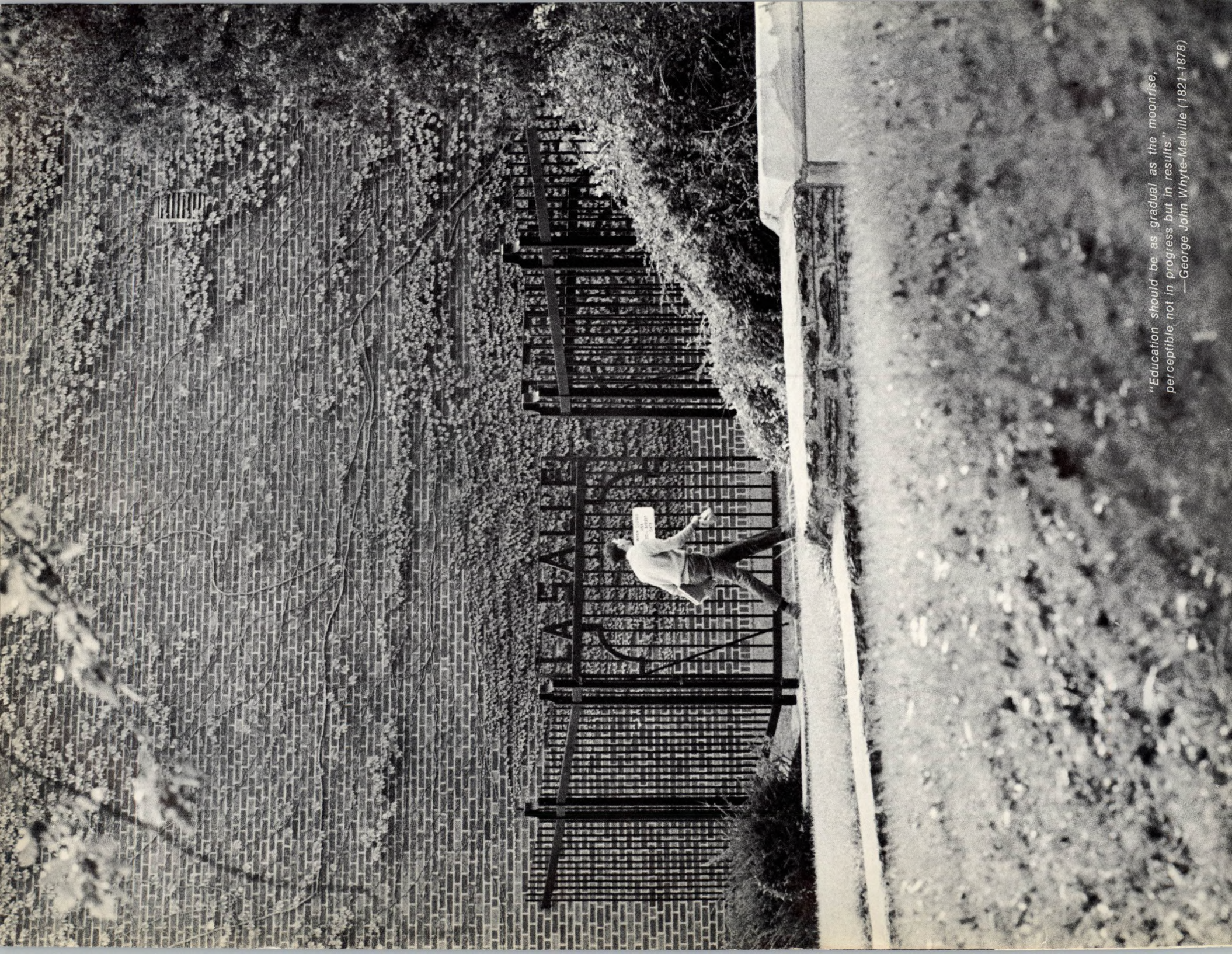
Left unsaid is the responsibility of handling thousands of problems and complaints emanating from a virtual "city within a city" housing some 400 grooms and 1,200 horses—and upwards of 25,000 people on any given day—as well as its own police and fire department, hospital, food service operation and vast communications network. "We have a tremendous, young organization," he says. "When something happens everybody gets involved and sits down on a problem."

Lawrence worked for two years as an account executive and PR director with Philadelphia's T. L.

Reimel Advertising Agency and also served as assistant general manager of the Philadelphia Golf Classic in 1965 and 1966. He also was an assistant to William Penn Racing Association President John J. Rooney which is a story in itself for the son of the late Governor David L. Lawrence. "We have a real family relationship with the Rooney family," he says. "It's a truly unique association—now stretching to the fourth generation."

One of the newest (and youngest) members of La Salle's Council of President's Associates, Lawrence has participated in a number of alumni and civic activities. He is a member of the executive committee of the college's Alumni Fund and a member of the Alumni Association's Board of Directors. He is a trustee of the James A. Finnegan Foundation, an incorporator of the Pittsburgh Foundation, and a member of the selection committee of the David L. Lawrence Scholarship Fund, among other activities.

Lawrence and his wife, Rita, live in Huntingdon Valley with their two sons, Gerald, Jr., 4, and Brennan, 2.



"Education should be as gradual as the moonrise,
perceptible not in progress but in results."
—George John Whyte-Melville (1821-1878)

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